



Isolation  
Misinformation  
Loneliness  
Uncertainty  
Poverty  
Mental health  
Domestic violence  
Despair

Positivity  
Support  
Hope  
Growth  
Solidarity  
👉nclusivity  
Optimism  
Encouragement

# Annual Report

2020

Al-Hasaniya Moroccan Women's Project

# Foreword

## The worshipful Mayor of the Royal Borough of Kensington & Chelsea



It is my great pleasure to congratulate Al-Hasaniya Moroccan Women's Centre on their 35<sup>th</sup> birthday.

Al-Hasaniya have supported local communities in our borough and across London over many years. I have had the pleasure of visiting Al-Hasaniya on numerous occasions and have seen how they have developed a well-deserved reputation for their warmth, collaboration, and hard work.

And rarely have those qualities been needed so much as they have this year, with the Coronavirus pandemic affecting us all in one way or another.

Despite the difficult circumstances this has presented them with, Al-Hasaniya Moroccan Women's Centre has continued to provide support to residents of Kensington and Chelsea, reminding us all that isolation does not have to mean loneliness.

Thank you to all who have worked with Al-Hasaniya to support our residents this year. Here is to next 35 years.

# Introduction

## **Fatima Mourad, Chair & and Trustee**

Nothing could have prepared us for 2020. A year where solitude, isolation and loneliness became the norm, and almost the ordinary way of life. A year where loved ones could not be embraced, hugged, or even touched for fear of causing them harm. A year where uncertainty, fear of the unknown and despair reigned over our world and across the cultural, religious, class, ethnic and age divide.

2020 was also a year of extreme challenge; a year that tested humanity's ultimate strength and might. An unparalleled strength and solidarity that became the order of the day across our communities, to support and ensure those who are vulnerable and in need are not left in despair.

As a minority within a minority, we knew from the outset that our community and client group will be especially affected. Lack of language fluency, cultural taboos, lack of information and the multiple flows of false information all added to the confusion, fear, and utter vulnerability so many felt. We knew the challenge was real and the fear great, and remains so, on every level possible. Whether it is the older members of our community fearing to die and be cremated; or the children losing out on their education as parents cannot support their e-schooling; or vulnerable women with mental health becoming worse, or, those on limited leave to remain and suffer increased violence at home on all fronts in disturbing silence.

Coming together as trustees and staff was the key to our solid plan that remains consolidated, strong and thoroughly successful as we continue to serve this client group, that is not only marginalised but also dreadfully under the radar and where Covid-19 has had a particularly brutal impact.

I am deeply grateful to everyone within our tiny yet great organisation, for ensuring that isolation is not loneliness; and as we continue to serve the vulnerable, elderly, disabled and support those with enduring and severe mental health and ensure our children do well learning from home, none of this would be possible without the wonderful support we have received from our funders, supporters and last but not least, a very special thank you to Councillor Gerard Hargreaves, the Mayor of the Royal Borough of Kensington and Chelsea, for making our remote Silver Sunday an inclusive and happy event..

**THANK YOU!!!**

Wishing everyone a happier and healthier 2021.

## Nadia Elbhiri, Centre Manager

This year has been unpredictable and unprecedented in more ways than one.

We started off optimistically, but wary that we were facing hard times to come with Brexit; however, no one could have foreseen the disaster of the Covid-19 pandemic.

Moving swiftly to support our clients young and old, major challenges were faced by our team and our service users, but we never skipped a beat. Adapting swiftly to remote working during the first lockdown, paired with socially distanced welfare checks and food delivery during the holy month of Ramadan (thanks to the support of the Kensington and Chelsea Foundation), and staying in touch via WhatsApp and Zoom sessions with clients and professionals, we ensured that no one was left feeling lonely or isolated.

Predicting the rapid rise of domestic violence cases in the wake of the lockdown helped us to better plan and coordinate with our partners and supporters for a more efficient and speedy service.

Working together with both community organisations and statutory services was more important than ever in keeping our reliable and efficient service running.

Opening our doors to our clients again in July albeit briefly, gave them respite from being constantly at home and demonstrated the serious impact the isolation had on some on them. Living in confinement emphasised the importance of a community centre and how getting together and supporting each other in different ways through workshops and activities is pivotal to the wellbeing of those we seek to support.

When the second lockdown was imposed, we were more determined than ever to work harder and ensure we were connecting with all our clients through social media, telephone calls, zoom meetings etc. and this remains crucial part of our work in keeping their mental health intact.

We are hopeful that 2021 will bring renewed hope and positivity to our society, as we continue to work hard to overcome these difficult times.

## A perspective on the pandemic and BAME communities

To call 2020 a challenging year is an understatement. 2020 was the year that changed humanity in many ways. A war without the bullets coming from all directions and the enemy is not only invisible but like an insidious cancer, spreading without warning and out of control as we continue to struggle with it.

Humanity has been tested throughout its history and has survived. In our lifetime the pandemic is that very real test and we shall overcome it. We will because we have no choice. Humanity must continue; and on that positive note, across the world we have seen how people have gathered and supported one another, helped each other, and built bridges. The pandemic overwhelmed our news outlets, making terror acts, wars, and starvation a secondary piece of news on our screens. The pandemic extrapolated to the naked eye what is important and what it is not. It brought fear, uncertainty, confusion even, but it also brought humility, love, affection, and solidarity amongst people, across the globe.

Our community is no different. As the lockdown was announced, we knew from the start that those unable to speak the language, navigate the system and without permanent leave to remain would be particularly impacted by the confinement the pandemic imposed. Above all, we knew and predicted that domestic violence in all its ugly forms will multiply; and within the first 12 weeks it did.

The way the team organised itself quickly and efficiently meant we were, and we remain able to support those muffled voices as we continue to support the elderly, and the vulnerable adults and children we serve.

None of this would have been possible without the superb support we received from the many funders who organised themselves quickly into ne consortium, facilitated the process, and worked together as **one** team. Different strands of funding through simplified applications and faster processing of these applications, meant organisations like ours, living from hand to mouth were able to plan and deliver swiftly; and deliver we did in superbly efficient fashion, as we ensure isolation is not loneliness, making the slogan, one that now resonates with our organisation.

It goes without saying that generally both, the voluntary and statutory sector stepped up and consolidated all efforts to provide as wholesome and inclusive service as possible. The

task remained nonetheless one that was not fully accomplished; as those from our communities felt the gap and felt it quite badly, because crucial service delivery such as education for their children was not thoughtfully delivered as it should have been from the outset.

News outlets depicting the rise of the infection within the BAME communities on one hand and the misinformation being fed to our communities not to trust the system, meant the task became a monumental challenge. Parents becoming teachers by default without any means of support and the elderly told to stay away or risk infection and death, impacted our services massively and became more pertinent as we saw each day bring more cases and calls for help.

Increased resources gave us the impetus to continue supporting, providing, educating, listening, and counselling.

As we enter 2021, there appears to be no letting up and if anything, the new variant seems to be far more dangerous than the first, yet we must remain positive, hopeful and above all constructive to help those in need and the most vulnerable.

Courage, passion for humanity, and hope are the ingredients needed to inspire us to continue, because we **simply** must.

# Overview on service delivery of our various projects

## Souad Talsi MBE

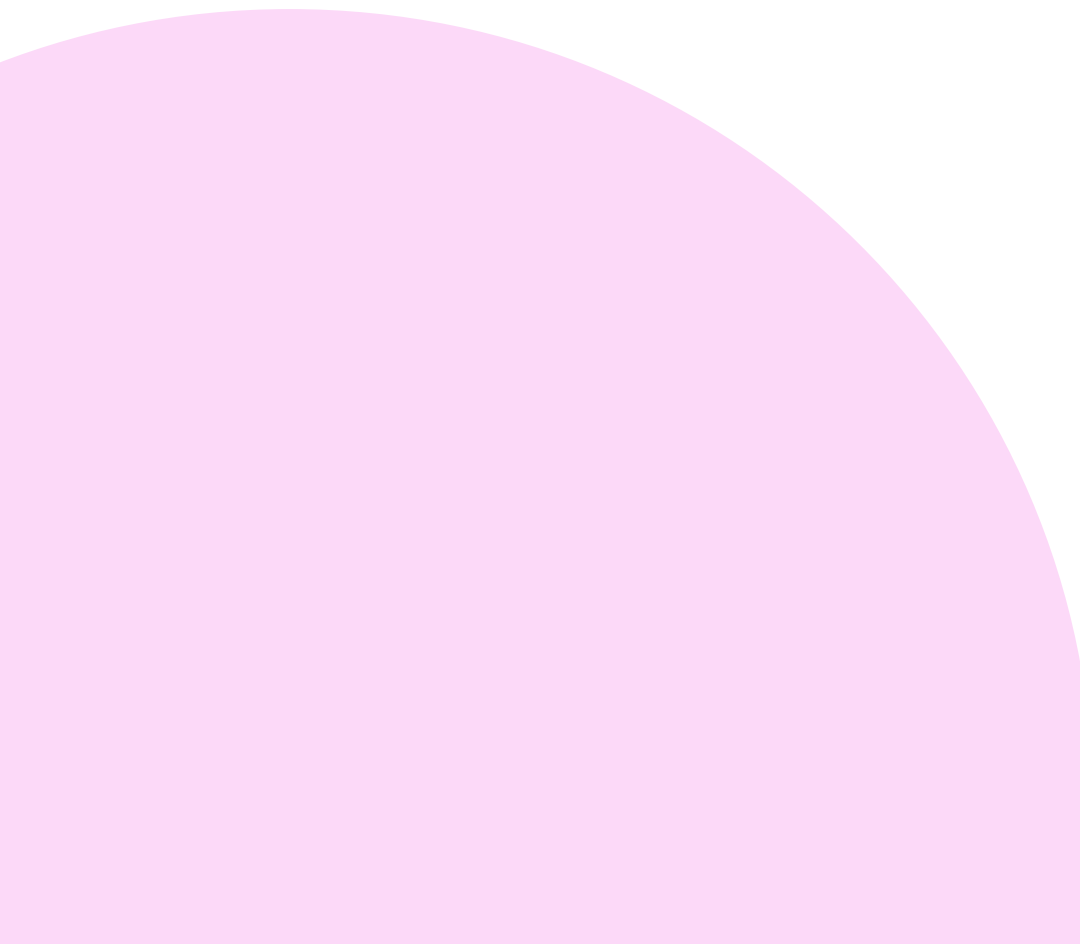
Our projects as per our website are varied, interlinked, and form an incredible continuity of wholesome service delivery that is complete and innovative.

Advanced technology has meant that our services are able to reach our clients through various means of e-delivery.

Due to a combination of poor education and lack of resources, many of our clients did suffer the consequences of non-participating in Zoom activities, such as group counselling, yoga and indeed mother and child club. The latter was especially urgent to fix as we knew children were losing out on their education because of the lack of support from the parents who do not speak English or simply cannot top-up phones and leave the electric meter without credit. Resources scarce; poverty once more, the decider of who can and cannot survive the pandemic adequately.

Our luncheon club, however, continued to be delivered in person and this proved to be a catalyst for so many vulnerable and disabled older members of our community. Delivering a hot cooked meal to their doorstep played a vital role and ensured their isolation was not loneliness. Whilst delivering, a key worker would be at the door taking their post, asking about their wellbeing and making that crucial human eye contact so needed especially at the beginning of the pandemic when extreme fear had gripped our nation and we all had to grapple with the unknown.

Unlike previous annual reports, in this annual report we will give a precis of our core projects and how each has managed to exceed expectation and tell our partners, supporters and funders about the new projects that we initiated to increase capacity, service delivery and support our client group. We will also demonstrate that Covid-19 pushed our plan as policy shaper further, as we continue to participate and contribute to campaign for better service delivery to BAME and migrant and refugee communities on all fronts.



## **Zainab Al-Shariff, Angelou partnership - Domestic Violence Project**

This project is part of the Angelou partnership supporting domestic abuse survivors within the tri-borough. It is one of the most frontline core services that remains inundated and oversubscribed.

This year has been one of the most challenging years for the domestic violence project considering the pandemic and the Lockdown. We saw our domestic abuse referrals in the tri-borough significantly increase and we saw a substantial increase in enquiries from victims, survivors, their families, and professionals from all over the UK.

We remain in the forefront of services, supporting victims and survivors to ensure that they are as safe as possible and accessing the most appropriate services, during these challenging times we are in.

As a result of lockdown, our delivery method and support to clients has had to change. Support to clients shifted from face to face to telephone support. However, the one thing that did not change was the quality and delivery of support we provided to clients. We continued to accept referrals, complete risk and needs assessments, make the necessary referrals to our partners to safeguard clients and their children. We continued to offer practical and emotional support to clients via telephone calls, depending on their needs and wishes.

There were also challenges of working with victims who remained with their husbands and not being able to speak via telephone due the increased restrictions of lockdown and the whole family being at home. We had to be innovative in how we worked, for example, assessing the risks differently the client taking the initiative to call us when it was safe to do so; exploring code words and regularly reviewing safety plans.

Having regular communication with clients is always key and this was particularly pertinent during lockdown. Many of the clients we support are mothers and the pressures of being in lockdown with their children at home, the fear of the illness and unknown, financial strains, immigration/travel uncertainties all have caused a deterioration in mental and emotional wellbeing which resulted in an increase in referrals to counselling services.

Despite the lockdown, we continued to participate in calls for equality for migrant women in the Domestic Abuse Bill as it went through Parliament and reached its Third Reading. We strongly believe that no victim of abuse should be penalised due to their immigration status and should be allowed access to public funds to secure an income, and safe accommodation rather than face destitution and multiple additional barriers. Although the bill passed many motions including a statutory definition of abuse – reinforcing that abuse is not just physical, as well as acknowledging economic abuse and how children are also victims of abuse, it failed in other ways. Unfortunately, MPs did not pass a clause to lift the no recourse to public funds for migrant women meaning that women who do not meet the currently strict criteria will either have to remain with the abuser or leave without having any financial support from the government. Not only is this placing victim's lives in danger, but it also creates a hierarchy where some victims are seen worth supporting and other not. However, we remain hopeful that when passed through the House of Lords, these amendments can be added.



This year we have been active in other forums too with the main aim being to relay to MPs and colleagues in the sector the challenges that women such as ours face when experiencing abuse.

We were one of many key domestic abuse services that signed a letter organised by SafeLives to Home Secretary Priti Patel requesting that more financial support and recognition is offered to community centres that support victims and survivors. We also supported Refuge's 'The Naked Threat Campaign' which called for the government to make threats of sharing intimate images a crime. As well as participating in a Panel discussion on Black, Asian, Minority, Ethnic women and COVID which included other panellists such as Jess Philips MP and was attended by over 80 participants.

As part of this year's United Nation's 16 Days of Activism against Gender Based Violence, Al-Hasaniya participated in different ways. We contacted 16 local organisations to promote our specialist service in supporting women from Arabic backgrounds. We participated in a closed and open round table event chaired by the Domestic Abuse Commissioner, Nicole Jacobs, exploring our work and challenges in supporting one of the most disadvantaged and underserved groups experiencing abuse.

We will continue to support victims and survivors of abuse as much as we can whilst calling for services such as ours to be appropriately funded for us to meet the demand. Furthermore, we continue to advocate for our clients, particularly migrant women, who face multiple barriers to receive equal rights as other victims who have full access to government funds and ensure their safety and wellbeing as well as their children's.

We sincerely hope that immigration status lottery will end, effectively giving all victims equal rights to justice, protection, and support that all victims should be entitled to.

"Your weekly calls and checking on me, give me hope and make feel like somebody"

"With no rights in the country, violence from my husband and pressure from my family to stay with him, the only way out for me was to end it all. Talking to Zainab gave me hope and an alternative"

"From a virtual prisoner

## Zohra Davis, Mental Health Project 2020

The Mental Health Project this year has been like no other. The project faced its biggest challenge. At the beginning of the Covid-19 pandemic we saw women who had struggled with Mental Health for many years were starting to recover fully and overcome many obstacles, were now reverting right back to where they started. All our hard work was being reversed. How do we cope with this and be expected to carry out this sensitive work over the phone and from home? We had to start thinking fast and change the way we delivered our service and make sure our clients were up to date with all the new government guidelines, which we had to research and deliver in Arabic to all of our services users. From March 2020 it was nonstop. We had to ensure that our most vulnerable were contacted every day to make sure they were ok and coping with the Covid-19 outbreak; as well as keeping safe.

We saw an increase in suicidal thoughts, anxiety, depression, loneliness, and isolation. The digital divide was also a major issue for us, as many of our clients are illiterate which meant they could not join in the digital services that took over from all face to face support. Again, this was a big challenge for us, many services expected everyone to just go online for this support and so forth. This was very frustrating for us and we did feel that our clients were left behind because this had previously always been discussed in meetings we attended but we never saw any outcomes, just a lot of talking and no taking of action.

We also identified many who did not suffer from anxiety had developed this disorder. Anxiety levels reached an all-time high. This was no surprise, faced with misinformation and the fear that gripped our most vulnerable, it became evident that mental health would be THE major condition within our society to explode.

RBKC launched a food support service which ran for 5 months, we had made over 100 referrals during the first lockdown. This was a clear indication that people were struggling to make ends meet, and not only those on benefits accessed this service, a high number of people working that were furloughed also used this service.

We have learnt a lot about our service and have built resilience and understanding on how to cope and manage the second lockdown which will surely see many experiencing hardships, fall back into the Mental Health bracket and many other health related issues.

*"Thank you Zohra for making  
my life bearable these last  
12 months"*

## Inspire Project 2020

The Inspire project in partnership with Midaye, is an ongoing project delivering 3 strands of support: a physical element, peer support and one to one centred support. This year the project has exceeded its target by 30%. We have seen an increase in demand for emotional well-being support. The one-to-one support has unravelled more than we had anticipated. Issues include Domestic Abuse, Mental Health, housing issues, low mood and confidence, suicidal thoughts, no confidence in the NHS, trouble accessing GP services, and not getting the right support at the right time. We also struggled to get hold of statutory services for clients that had urgent issues, it was a really difficult time for everyone.

The dreadful impact of the pandemic so evident, we have had to adapt to a new style of working, referrals from the NHS increased by 40% compared to 2019, and women we have never met face to face struggled with the idea of 'over the phone' support. Furthermore, clients lost their jobs which made many struggle financially and fall into debt, and those who were already in debt before Covid-19 found themselves in hopeless situations.

The second lockdown increased Mental Health and the need for emotional support increased by 100%. Being lonely and isolated during lockdown is a deadly combination and we hope the extra resources made available to our organisation will enable us to support this really marginalised and minoritized client group.

## BME Health Forum Projects 2020

We have been working hard with the BME Health Forum and so far, we have 3 projects running with them, which include: Emotional Well-Being, Community Living Well and Track & Trace.

The Track and Trace project delivered 100 cases, Emotional Well-Being has delivered 50 cases and Community Living Well has delivered 30 cases, during 2020, exceeding our targeted numbers in all three strands of the partnership.

The service as a whole was tested to its limits, and we hope we have learnt to adapt and be ready for the second wave we all expect unfortunately, before the pandemic is ultimately controlled and humanity can once more breathe a sigh of relief.

## Together for Grenfell Arabic Psychotherapy Service

The Together for Grenfell service was established in September 2017 to provide a new and unique model, to support the local community groups who were affected by the Grenfell tragedy and who were not engaging with the psychological support that was available for them, for a variety of cultural and linguistic reasons.

Through collaborating with other organisations and sharing resources, we were able to identify and respond to the needs of the Arabic Speaking community in a more meaningful and holistic way.

As the years went by, the Moroccan and Arabic speaking community became much more receptive to therapy and engaged more with service as it continued to deliver a unique culturally sensitive professional counselling, through our qualified therapist.

The service could not have been available at a better time as we embarked on the unknown yet real threat of increased mental health issues, anxiety, and colossal stresses.

According to the Nuffield Trust and we quote, “*the Opinions and Lifestyle Survey asked adults about symptoms of depression between June 2019 and March 2020, and again in June 2020. Between June 2019 and March 2020, 10% of adults were experiencing moderate to severe symptoms of depression. In June 2020, this had **almost doubled** to 19%.*”

We believe the case for BAME communities is far worse, as lack of language, cultural sensitivities and other social barriers may have prevented self-referrals that the mainstream population seems to have made, showing a marked increase over the months of the pandemic. It certainly was the case for our Moroccan and Arabic speaking client group as we noticed an increase in self-referrals as well third-party referrals through our partners to our already overwhelmed specialist service.

We had to quickly adapt to the way in which our therapy was delivered to keep both, the staff, and our clients as safe as possible. Remote therapy, albeit somewhat impersonal at the beginning and proved to be a challenge for some clients who were used to face to face counselling, soon became the norm.

Our approach is one of prevention to avoid cure that may need further and complex interventions from our already pressurised NHS.

We hope that with our multiservice delivery within our organisation, we are achieving this noble mission and contributing to saving our precious NHS.

## Basma Yaslem, Older people Outreach Project (OPOP) RBKC

The Older Peoples Outreach Project (OPOP) is very much at the heart of everything we do. This client group can belong to all other projects where there may be domestic violence, mental health or other support through our information sharing, group activities and one to one counselling when and if necessary. This is the generation that came as migrant workers back in the 60s and sadly have been unable to live their dream of retirement in their home countries. The reasons are varied but the focus for us, is to ensure they stay well and feel at **home**. They can go to a centre that speaks their mother tongue and where our activities and are tailor-made for their needs in every sense of the word, culturally and linguistically. We endeavour to support both men and women over the age of 55 with providing them with a holistic service that will offer tranquillity and quality of life and our Friday luncheon club where we serve approximately 50 meals weekly is very much the jewel in the crown. It is a 'home from home' service, a centre where they all look forward to coming, getting their post read, discussing and sorting issues, chatting, enjoying activities and having a hot meal and a cup of delicious mint tea.

The project is funded by the Royal Borough of Kensington and Chelsea, and so restricted in the amount of support we can offer to those outside the catchment area. We do endeavour however to support all through other projects, ensuring no one is ever turned away. The Post code lottery is not something we encourage when it means many will go without.

Working a part-time post does have its challenges as often demands exceeds capacity but all in all, because of our collective method of working, we ensure everyone that comes is supported. Indeed, that challenge was tested during the outbreak of the pandemic. This client group was especially worrying for us, because of its vulnerability and inability to navigate the system or even understand the news and information that was available to everyone.

With the holy month of Ramadan approaching, we had to act fast and ensure the isolation imposed did not impact seriously on their mental health. Successfully securing funding from the Kensington and Chelsea foundation we initiated "iftar-Fi-Dar" literally meaning 'breaking fast at home,' delivering over 1000 hot meals together with other perishable food for the day to use over the 30-day period. The exercise was paramount to their mental health wellbeing as we were checking on clients on their doorsteps, ensuring their post was collected, read and acted upon by telephone, by the project worker concerned and ensuring some resemblance of the holy month, of giving and visiting was adhered to.

During the second lockdown, we continued to support clients and deliver the weekly lunch to their doorstep and have regular calls to check on individuals as well as run activities by zoom with those able to use the technology.

This client group across the UK and across the ethnic divide remain exceedingly vulnerable and must be supported and protected in multiple ways, if we are to ensure their wellbeing as well as the wellbeing of our treasured NHS.

"Weekly gathering and lunch was my focus as an old widow, until the pandemic took it all away. However, Basma's regular calls and centred weekly lunch delivery keeps me going and give me a sense of belonging. Thank you Al-Hasaniya for all that you do."

## Sophia Mourad, Ayam Zaman Project

A migrant community whose most recent economic migratory history started in the 60s with unskilled workers; it is now enjoying its first older retired community, but unfortunately, one that is isolated and often marginalised. As an organisation wholly committed to serving Moroccan and Arabic women and their families, we were delighted to secure funding to support older men within this community and ensure that they are equally served, supported, and empowered.

Ayam Zaman is a relatively new project at Al-Hasaniya, which launched in 2019 to support elderly men in the community, who are vulnerable, destitute, and struggled to access the statutory services independently. The project seeks to overcome the language barriers that many elderly men within the community struggle with, as it also endeavours to bridge the gap that is too often left by statutory bodies. Not only does Ayam Zaman assist clients with everyday queries, but it also promotes wellbeing through providing the right tools to help clients take control of their own wellbeing and health through informative workshops, and partnerships with local healthcare organisations and professionals.

According to Public Health England's (PHE) report 'there is clear evidence that certain [BAME] groups have higher rates of infection, and higher rates of serious disease, morbidity and mortality' because of Covid-19 infection. Therefore, from the outset of the outbreak, we knew we had to stay in touch in some way and ensure they remain connected. This connecting factor remains pivotal to their mental wellbeing and general good health as the pandemic continues.

The outbreak of the Covid-19 pandemic forced significant changes in the way we work and how we serve this client group. The immediate lockdown and growing fears of the pandemic meant that our service and expertise had to adapt from face-to-face consultations and workshops, to remote consultations via phone calls and Zoom.

Once we had overcome the initial obstacles of telecommunication, our clients were contacted twice a week to check on their wellbeing and ensure that they were not lonely despite the new forced isolation.

Although we could not continue with the face-to-face service delivery of workshops, music therapy and other health related activities, the regular calls and home cooked meals delivered to their doorstep meant there was a continued dialogue supporting them through unprecedented times of confusion, misinformation and misguided tale telling.

The struggle remains constant as the world grapples with the pandemic and the progressive variants we all hear about and so we do not know what the next year holds for us all on this small planet, but we do know that only through hard work, solidarity and support can we really achieve strength to help one another.

## Saturday Club

A club that started in the wake of Grenfell inferno to support families with children who found themselves in hotels, became a popular and much needed activity for both parents and children to learn and interact with each other.

Like all other projects we run at our centre, although interlinked with other projects to create continuity and wholesome and inclusive service, it is primarily to benefit parent and child with a range of educational activities, tailor-made to support the pathway to good parenting and happy families.

A project that holds its activities on, it is varied and rich, as it allows the interaction of children and their parents to work through difficulties they may and offers a platform of harmony, play and serenity. Staffed by a facilitator, youth leader and two volunteers, it is incredibly successful. The staff are trained to seek help and support through other projects form within the centre if the parent needs other means of support such as legal advice, one to one counselling or even join other activities during the week.

Outings to cultural places such as museums and art galleries are organised as well as picnics at the Moroccan garden and major London attractions, weather and resources permitting.

Like everywhere else, we had to move to remote service delivery and ensuring continuity of service to the 25 families we support.

Lack of resources, poverty and limited fluency in the language meant our Zoom sessions became a platform of complaint from genuinely concerned parents primarily about the education of their children. Many were unable to provide the equipment needed to ensure their children were able to follow their e-class as well as lack of money to top up and provide internet service for connecting.

It took a few weeks before we were able to secure urgent funding to provide adequate service delivery remotely. Through collective and persistent hard work with both social services and indeed local schools we feel confident that the resources are now in place for us to revert to our activities in full, albeit remotely.

# Mounia Haddad

&

# Lama Zamlot

*"Lama and Mounia taught me how to be a happy mum and enjoy my kid's company"*

*"Pandemic took away our activities at the Centre but zoom activities are fun and enjoyable now we have learnt to use internet"*

*"Sophia is like a grand-daughter to me. She makes our Sunday club a special one every time"*

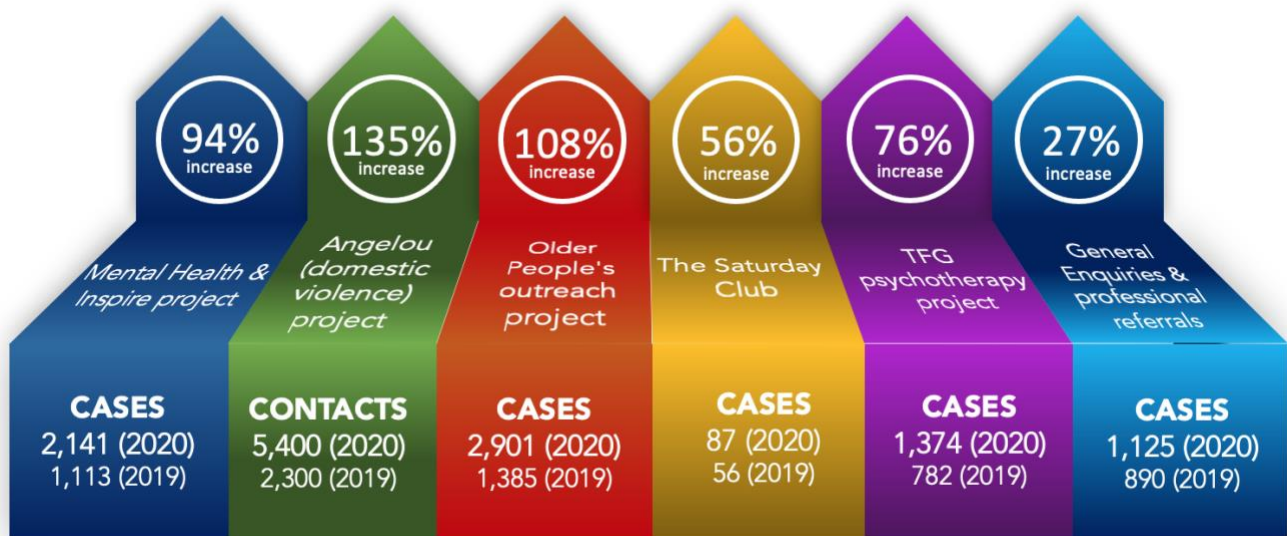
*"Pandemic has kept us indoors isolated but not lonely, thanks to the regular calls and checks"*

*"My weekly couscous"*



As the pandemic hit harder, we knew that our efforts must be maintained to keep the morale of our client group and ensure that the same effective service is delivered.

Through the various projects we delivered a myriad of interlinked services that ensure that vital connection and kept the dialogues going.



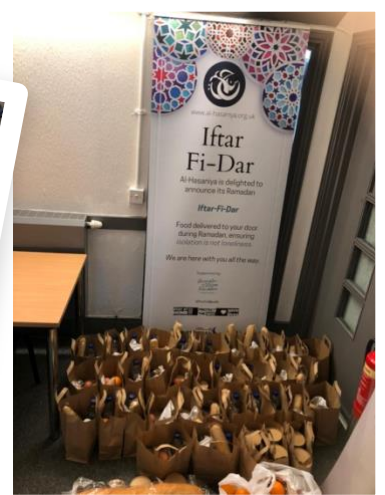


## THROUGH TELEPHONE CALLS:

- Casework
- One-to-one counselling
  - Advice work
  - Wellbeing checks
- Third party referral
- Support for DV victims
- Mental health support  
tailormade for each client

# Through zoom

- Saturday Club group counselling
- Cake making for mum and child
  - Yoga by zoom
  - Group therapy
- Staff regular meetings
  - Partner meetings







# **ANNUAL AUDITED ACCOUNTS**

A COMPANY LIMITED BY  
GUARANTEE (Number: 2543666)

and

A REGISTERED CHARITY (Number: 1010556)  
REPORT AND FINANCIAL STATEMENTS FOR THE  
YEAR ENDED 31 MARCH 2020

NAME OF THE CHARITY: Al-Hasaniya Moroccan Women's Project

CHARITY NUMBER: 1010556

COMPANY NUMBER: 2543666

REGISTERED OFFICE AND OPERATIONAL ADDRESS:

Bays 4-5 Trellick Tower, Golborne Road, London, W10 5PA.

KEY MANAGEMENT PERSONNEL - DIRECTORS AND TRUSTEES

The directors of the Company are also its trustees for the purposes of charity law and are referred to throughout this report as the trustees.

The trustees who served during the period and up to the date this report was approved were:

Fatima Mourad

Sapana Agrawal

Kamela Al-Barami

Saad Souissi

Karim Belarbi El Ouazzani

Nadia Elbhiri (Company secretary)

Eileen Livingston (resigned Feb 2020)

Eleanor Fellowes (resigned Feb 2020)

KEY MANAGEMENT PERSONNEL - PRINCIPAL OFFICER: Nadia El-Bhiri and Souad Talsi

INDEPENDENT EXAMINER: Abdul Jamal, Chartered accountant 28 Fairlop Road, London, E11 1BN.

BANKERS: HSBC plc, 152 Portobello Road, London, W11 2DZ.

STRUCTURE, GOVERNANCE AND MANAGEMENT

GOVERNING DOCUMENT

The organisation is a charitable company limited by guarantee, incorporated on 26th September 1990 and registered as a charity on the 14th April 1992. The company was established under a Memorandum of Association, which established the objects and powers of the charitable company and is governed under its Articles of Association. In the event of the company being wound up members are required to contribute an amount not exceeding £10.

## TRUSTEES' RESPONSIBILITIES

Company law requires the trustees to prepare Financial Statements for each financial year that give a true and fair view of the state of affairs of the Company and of the surplus or deficit of the Company for that year. In preparing those Financial Statements the Directors are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the methods and principles in the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the Financial Statements;
- Prepare the Financial Statements on the going concern basis unless it is inappropriate to presume that the Company will continue to operate.

The trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the Financial Statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for prevention and detection of fraud and other irregularities.

## RECRUITMENT AND APPOINTMENT OF MANAGEMENT COMMITTEE

Under the company's Articles are known as members of the Management Committee. As required by the Memorandum and Articles of Association the members of the Management Committee are elected to serve for a period of one year after which they must be re-elected at the next Annual General Meeting.

The organisation's remit inevitably focuses on women and children as the main target group to support, however recent development of clients' care and indeed the aftermath of Grenfell has meant that the board of trustees revise its responsibilities towards this client group and indeed include other members of the family. In this respect both our activities and the diversity within the board of trustees do reflect the community we seek to serve inclusively.

## TRUSTEES INDUCTION AND TRAINING

Most trustees are already familiar with the practical work of the charity having been part of the committee for a number of years. Equally through regular communication they are kept informed of the organisation's developments and changes. Additionally, new trustees are invited to attend meetings to familiarise themselves with the structure of the organisation and the context within which it operates. They are also encouraged outside and beyond the scope of board of trustee's meetings to spend a day with the staff to observe the way services are rendered to users. Every trustee is offered an induction pack.

## RISK MANAGEMENT

The management committee has conducted a review of the major risks to which the charity is exposed. Where appropriate systems or procedure have been established to mitigate the risks the charity faces.

The charity has policies in place to safeguard all those who use the service. The continued implementation of the PQASSO (Practical Quality Assurance Systems for Small Organisations) quality assurance ensures a consistent quality of delivery for all aspects of the charity. These procedures are periodically reviewed to ensure that they continue to meet the needs of the Charity.

## ORGANISATIONAL STRUCTURE

The management committee meets quarterly and is responsible for the strategic direction and policy of the charity. The committee has members from a variety of backgrounds relevant to the work of the charity.

A scheme of delegation is in place and the day-to-day responsibility for the provision of the services rests with the Centre Manager, who traditionally is also the company secretary. As a member of staff, she is responsible for ensuring that the charity delivers the services specified and that the key performances indicators are met. Equally she has responsibility for the day to day operational management of the centre, individual supervision of the staff team. A trustee is appointed as line manager to Centre manager and they meet on fortnightly basis. They meet to discuss short term concerns, oversee development of project and ensure the overall well-being of the staff. The named trustee is also the chair of the Staffing and finance sub-committee that meets on monthly basis. She reports to the subcommittee on matters relating to the overall development of centre and if there are serious concerns these are dealt with as an emergency or relayed to the board of trustees for decision/discussion. This is part of our good practice procedure.



The Trustees and Principal Officers noted on page 1 constitute the Key Management Personnel of the Charity, as defined by applicable accounting standards. As such, financial transactions with these personnel are disclosed in Note 6 to the Financial Statements.

## OBJECTIVES AND ACTIVITIES

The company's principal activities are to:

- Promote the health and education and to relieve poverty among Moroccan women and their families in need and women and their families in need whose mother tongue is Arabic, in the Greater London area.

The main objectives and activities for the year continued to focus upon the promotion of access to mainstream services and the prevention of poverty and hardship. The strategies employed to assist the charity to meet these objectives include the following:

- Providing a range of services, which are reflective of the relevant quality standards and address the potential problems related to social exclusion.
- Focusing on limiting the harm that comes with poverty and social exclusion, not only for the individual but also for their family, friends and the wider community.
- Focusing on partnerships with local authorities to facilitate workshops on relevant religious issues to foster dialogue and clarity to achieve an equitable, wholesome and integrated community.
- Working in partnership with other agencies to ensure the widest range of services is available that best matches the needs of the user groups we serve.

## ACHIEVEMENTS AND PERFORMANCE (Forward by the chair)

The organisation continues to achieve and reach a wide range of women and their families. 18/19 account finalised and submitted, we knew 19/20 would be a challenge ahead. A combination of reduced funding, staff illness provoking extra costs, meant we ran a slight deficit which needed to be overcome the subsequent year.

And so, we started in earnest, keen to exercise financial prudence with a voracious effort to increase our funding. Immediate reduction of staff and a strict plan to raise funds was immediately put in place as from 1st May 2019.

READY TO GO team, rejuvenated effort and more volunteers we began to see results as we got to the autumn. Both trustees and staff had their annual awayday October and followed it by a bi-boroughwide event, celebrating the national Silver Sunday for our senior citizens, which brought two local Mayors and over 150 older people across the cultural, ethnic and age diversity. All seemed going to plan. The Centre was now open seven days per week and the combined projects diverse activities and programmes, meant the Centre was literally buzzing.

As we hit December the news of an infectious flu in China reached our screens and the rest is history as they say. By the end of the financial year 19/20, the UK was in total lockdown. Our minoritised client group became exceptionally isolated and lonely. Lack of language, misinformation and poverty all combined to produce a truly terrifying ordeal for all. The uncertainty meant we had to work fast and ensure WE navigate through the system on behalf of those who cannot, and explain as the information arrives in the best way possible.

If ever there is anything sure, it is that the year ahead will be a year of challenge and hard work and we are ready to mainly our effort to continue the service and if need be, take the service to their doorstep, ensuring isolation is not loneliness.

As we ended the financial year, we, as many other organisations were, had already been thrown into an uncertain turmoil with the first lock-down due to the Covid-19 pandemic.

Whilst every effort was made to continue to achieve and reach a wide range of women and their families who were vulnerable and in need and inadvertently affected by the sudden events, our work did not falter or stop either locally or internationally.

This year, we managed to regain a good financial standing and ensured that we ended the year in a much healthier financial position than we began with. Our many achievements have been recognised by organisations who have continued to provide us with funding to support mothers and children, our Arabic speaking elderly community, women suffering from mental health issues and those who were and are victims of domestic violence. These issues being magnified by an unknown pandemic and helping and supporting these vulnerable individuals has been our greatest task.

Whilst the funding has been an important aspect of the project, the continuation of this work is still possible due to the loyalty and commitment of the staff and volunteers at the centre. The projects work hand in hand to support a marginalized group, who are often prone to misrepresented and misunderstood.

Our ethos of never turning anyone away continues, and although it impacted on our finances previously, applications for funding and indeed the generosity of donors and local community groups has helped us to provide a service delivery to be proud of as well as absorb the extra costs that the pandemic has thrown at us. We predicted and saw an increase in the number of domestic violence cases against both men women with no recourse to public funds often outside the remit of our current funding criteria long before the government announced that this was the case and dealt with many cases outside of the Tri-borough remit, prompting us to make applications for funding to support these victims from a wider area.

As we do each annual audit, 2020 we wish to thank our invaluable team of volunteers profusely as without their commitment and hard work which complements our paid team of staff, our wonderful organisation would not function to its full potential.

Our IT engineer who has been our champion has also worked tirelessly and devoted many months in order to digitalise our system and take us 'fully online' and whilst this is a work in progress, we are very grateful for his support in this.

The Centre's physical refurbishment has and continues to be a challenge, and once again, the second tranche of the Tudor Trust grant for three years has saved the day.

## PUBLIC BENEFIT

In planning and developing the above activities the trustees have considered the Charity Commission guidelines on public benefit.

We work hard to ensure that our services empower and support our service users to improve their lives, now more than ever. Our programmes continue to run with the full consultation of our user involvement team which is made up of service users.

Our ethos of providing one to one advocacy, advice and support yet ensuring policy influence through networking, meeting and events continue to be an integral part of our work.

Our Centre continues to be an essential service to those who need urgent support and none more so than when the pandemic first hit. The Domestic Violence and Mental Health projects both saw a sharp increase in referral, however our challenge is to serve ALL those who come to us for help against the backdrop of restricted funding, and so we absorbed this and soldiered on.

## FUTURE PLANS

- Continue to meet the needs of our diverse multicultural community with passion and drive to improve outcomes.
- Continue to work in partnership within the tri-borough and beyond thanks to funding secured in order to complement and enhance service delivery to all service users.
- Continue with the digitalisation of case management to able greater efficiency and remote working.
- Increase our number of trustees.
- Ensure that service users are well informed on Covid-19 issues and measures.
- Work more closely with local organisations to better serve our community during the pandemic.
- Explore a quality mark audit to upgrade our PQASSO.

## FINANCIAL REVIEW

Against the backdrop of limited resources and increased demand on our resources, it has proven to be a continuing challenge to meet these demands and we are grateful to all our volunteers who have made it possible for us to continue to serve and support and offer the same unparalleled good value for money services, our users are accustomed to.

The Charity with its ethos of financial prudence and full support of its management committee, staff and volunteers and the support of funders has generated a reasonable income for the period.

## RESERVES POLICY

The Charity's policy is to achieve and then maintain a balance of 'free reserves' at a level that would equate to 13 weeks of total expenditure. 'Free reserves' is the balance in the Unrestricted Funds available for general purposes.

The balance of 'free reserves' at the end of the year was £29,491 (£36,878 in the previous year) which fell short of the desired reserve by £23,440 or about 6 weeks (this was a week higher than the previous year) of total expenditure.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities issued by the Charity Commission in January 2015 (updated with effect from January 2016), and in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

**To be approved by the Trustees on 24<sup>th</sup> December 2020 the following date and signed on their behalf by:**



..... Fatima Mourad, Chair

## AL-HASANIYA MOROCCAN WOMEN'S PROJECT LTD

### INDEPENDENT EXAMINER'S REPORT

#### TO THE DIRECTORS OF AL-HASANIYA MOROCCAN WOMEN'S PROJECT

The report on the accounts of the charity for the year ended 31 March 2020 which are set out on pages 09-13.

#### Responsibilities and basis of report

As the charity's trustees of the company (and also its directors for the purposes of the company law) you are responsible for the preparation of the accounts in accordance with the requirements of the companies Act 2006 ("the 2006 Act").

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of the examination of your charity's accounts as are carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination I have followed the directions given by the Charity Commission under section 145 (5) (b) of the 2011 Act.

#### Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connections with the examination giving me cause to believe that in any material respect: Accounting records were not kept in respect of the Company as required by section 386 of 2006 Act; or

The accounts do not accord with those records; or

The accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a "true and fair view which is not a matter considered as part of an independent examination; or

The accounts have not been prepared in accordance with the methods and principles of Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable proper understanding of the accounts to be reached.

Signed



Abdul Jamal

Date: 31 Dec 2020

Chartered Accountant

a@jamal.co.uk  
28 Fairlop Rd, London N11 1BN

STATEMENT OF FINANCIAL ACTIVITIES  
(INCLUDING INCOME AND EXPENDITURE  
ACCOUNT)

YEAR ENDED 31 MARCH 2020

				2020	2019
				TOTAL FUNDS	TOTAL FUNDS
		£	£	£	£
	Notes	Unrestricted Funds	Restricted Funds		
INCOME					
Grants	4		261383	261383	267380
Donations and Fundraising		496		496	858
Services provided		0		0	1908
Bank interest		116		116	85
<b>Total income</b>		<u>613</u>	<u>261383</u>	<u>261995</u>	<u>270231</u>
EXPENDITURE					
<i>Charitable expenditure</i>					
Running Costs and Centre Manager			59047	59047	109288
Mental Health Project			22775	22775	20229
Grenfell Project			14101	14101	28680
The Saturday Club			10021	10021	14569
Advance Advocacy - Angelou Project			31461	31461	43079
Advance Advocacy - Transformation Fund			16049	16049	13005
Older Peoples' Outreach Project			19383	19383	23515
Older People's Ayam Zaman			7958	7958	0
Older Peoples' Luncheon Club			9874	9874	13931
Inspire Well Women Project			14570	14570	23021
EWB - BME Project			6483	6483	9224
<b>Total resources expended</b>		<u>0</u>	<u>211723</u>	<u>211723</u>	<u>298540</u>
Net income/ (expenditure)		613	49660	50273	(28309)
TOTAL FUNDS AT START OF YEAR		48878	44193	93071	121380
TOTAL FUNDS AT END OF YEAR		<u>49491</u>	<u>93853</u>	<u>143344</u>	<u>93071</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.

# BALANCE SHEET AT 31 MARCH 2020

	Notes	2020	2019
		£	£
Debtors and prepayments		1303	24775
Cash at bank and in hand		155340	75485
NET CURRENT ASSETS		156644	100260
 CREDITORS	2	 (13300)	 (7189)
<i>(due for payment within 1 year)</i>			
 NET ASSETS		 143344	 93071
 FUNDS			
Restricted	3	93853	44193
Unrestricted - General		29491	36878
- Designated	7	20000	12000
		49491	48878
		143344	93071

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small entities.

For the year ended 31 March 2020 the Company was entitled to exemption under section 477 of the Companies Act 2006. Furthermore, no notice has been deposited under section 476 by members of the Company requiring it to obtain an audit of its accounts for the year in question.

The Directors acknowledge their responsibility for:

- (i) ensuring the Company keeps accounting records which comply with section 386, and
- (ii) preparing accounts which give a true and fair view of the state of affairs of the Company as at the end of its financial year, and of its profit and loss for the financial year in accordance with section 396, and which otherwise comply with the requirements of the Companies Act relating to accounts, so far as applicable to the Company.

Approved by the trustees on 24 December 2020 and signed on their behalf by:



FATIMA MOURAD, CHAIR

# NOTES TO THE ACCOUNTS

YEAR ENDED 31 MARCH 2020

## 1. ACCOUNTING POLICIES

### (a) Basis of accounting

The Financial Statements have been prepared in accordance with the Companies Act 2006, the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102), and the Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with FRS102 (issued in January 2015 and updated with effect from January 2018) - (the Charities SORP (FRS102)), as modified for smaller charities.

The Financial Statements have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair' view. This departure has involved following Accounting and Reporting by Charities preparing their Financial Statements in accordance with FRS102 noted above, rather than Accounting and Reporting by Charities: Statement of Recommended Practice effective from April 2005 which has since been withdrawn.

Al-Hasaniya Moroccan Women's Project meets the definition of a public benefit entity under FRS102.

Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes that follow.

### (b) Fund accounting

Unrestricted Funds are receivable or generated for the objects of the charity without further specified purpose and are available as general funds.

Restricted Funds are subjected to restrictions on their expenditure imposed by the donor.

Designated Funds are unrestricted funds but earmarked by the trustees for particular purposes.

(c) *Income* is included in the Statement of Financial Activities when the Charity is entitled to the income, any performance

conditions have been met, it is probable that the income will be received and the amount can be reliably measured.

Income from government and other grants is recognised in accordance with the above policy except where the amounts have

been deferred. Income from donations are recognised in full when receivable and there is unconditional entitlement

(d) *Expenditure* is recognised in the Statement of Financial Activities when liability is incurred.

Expenditure includes VAT that cannot be recovered, and is reported as part of the expenditure to which it relates.

(e) *Volunteers* The value of services provided by volunteers has not been included in the Financial Statements.

(f) *Tangible Fixed Assets* Equipment and other tangible fixed assets are only capitalised where the cost is £500 or more.

## 2 CREDITORS

Sundry Creditors

**2020**

**13300**

**13300**

**2019**

**7189**

**7189**

## 3 MOVEMENTS IN RESTRICTED FUNDS

	<i>At start of year</i>	<i>Incoming Resources</i>	<i>Resources Expended</i>	<i>Transfers</i>	<i>At end of year</i>
Running Costs and Centre Manager	8450	69853	55747	(1233)	
Governance costs - accountancy			3300		
	8450	69853	59047	(1233)	18023
Mental Health Project	10441	24640	22775		12306
Grenfell Project	(5834)	12010	14101	5925	(2000)
Saturday Club	5898	20000	10021		15877
UN ECOSOC	623	0	0		623
Advance Advocacy - Angelou Project	4117	49232	31461	(5925)	15963
Advance Advocacy - Transformation Fund	6411	10000	16049		362
Older People's Outreach Project	4399	21000	19383		6016
Older People's Ayam Zaman	0	15008	7958		7050
Older People's Luncheon Club	1427	10000	9874		1553
Inspire Well Women Project	3658	20890	14570		9978
EWB - BME Project	236	8750	6483		2503



Link Officer and Youth Inspire Project	(1233)		1233	0
3 E's Project	1126			1126
Chibani and Nour Project	586			586
Creche	3608			3608
Youth Project - rates refund	279			279
	<u>44192</u>	<u>261383</u>	<u>211723</u>	<u>0</u>
				<u>93852</u>

#### 4 RESTRICTED GRANTS

##### *Running Costs and Centre Manager*

RBKC Corporate Services	33103	
The Tudor Trust	36260	
Donations	<u>490</u>	69853

##### *Mental Health Project*

RBKC Corporate Services	21000	
Dalgarno Neighbour	<u>3640</u>	24640

##### *Grenfell Project*

RBKC- Together for Grenfell		12010
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##### *Saturday Club*

John Lyons Charity		20000
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##### *Advance Advocacy - Angelou Project*

Advance (Angelou)		49232
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##### *Advance Advocacy - Trans. Fund*

Advance (Angelou)		10000
-------------------	--	-------

##### *Older People's Outreach Project*

RBKC Corporate Services		21000
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##### *Older People's Ayam Zaman*

K&C Foundation	10000	
CCME Maroc	<u>5008</u>	15008

##### *Older Peoples' Luncheon Club*

The Grove Trust		10000
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##### *Inspire Well Women Project*

Midaye	20740	
Donation	<u>150</u>	20890

##### *EWB - BME Project*

The BME Health Forum		<u>8750</u>
		<u>261383</u>

#### 5 STAFF COSTS AND NUMBERS

	<b>2020</b>	<b>2019</b>
Salaries and wages	140995	180523
Social security costs	<u>7940</u>	<u>12132</u>
	<u>148936</u>	<u>192655</u>

No employee received emoluments of more than £60,000 in this or the previous year.

6 The average weekly number of staff employed during the year, calculated on the basis of full-time equivalents, was:	No.	No.
	<u>4.8</u>	<u>5.3</u>

#### RELATED PARTIES, INCLUDING KEY MANAGEMENT PERSONNEL

There were no related party transactions in either this or the previous year except those for key management personnel as noted below.

The key management personnel of the Charity were the trustees and the Principal Officers who held the posts of Centre Managers.

None of the Directors received any remuneration or reimbursed expenses during this or the previous year.

	2020	2019
The Principle Officers' salary benefits were	<u>25507</u>	<u>34540</u>

7 DESIGNATED FUND £20,000 - UNRESTRICTED

£12,000 is for Staff Costs eg Maternity Leave and £8,000 for contingencies relating to Covid19.

# Isolation is not loneliness



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