



# BLOOM BUILDS LIVES

*Giving Laughter, Learning, Hope & Healing to Vulnerable Children*





## Life in an orphanage is a traumatic situation and has many adverse implications, including:

1. Lack of parental care: The absence of a stable parental figure leads to lifelong emotional, psychological, and developmental challenges and setbacks.
2. Limited resources: Insufficient funding, infrastructure, and a shortage of trained staff can result in overcrowded living conditions, limited access to education, healthcare, recreational activities, and overall substandard quality of care.
3. Long-term effects on development: Studies show children in orphanages experience delays in cognitive, emotional, and social development compared to those raised in family environments.
4. Educational setbacks: Limited resources, lack of qualified teachers, and a focus on basic care needs hinders educational opportunities. This perpetuates a cycle of poverty and adversely impacts the children as they age out of the orphanage setting.
5. Emotional and psychological challenges: Feelings of abandonment, attachment disorders, sensory dysregulation, low self-esteem, and difficulties forming healthy relationships are common among children in orphanages.
6. Transition to adulthood: Children in orphanages lack essential life skills, educational qualifications, and support networks, making it difficult for them to integrate into society and secure stable employment.

There are millions of children living in institutions worldwide, with some estimates putting the total at up to 8 million



Worldwide, institutional care places millions of children at elevated risk of negative health and developmental outcomes, highlighting the need for support and deinstitutionalization. However, there is considerable uncertainty regarding the number of children living in institutions. To improve estimates of the size of this population, there is a need to standardize the definition of institutional care, improve data collection, and capture data from unregistered children's homes, particularly in countries with large child populations.



# CAN YOU IMAGINE A LIFE WITHOUT A FAMILY, HOME, OR A SPACE TO PLAY?

LIMITED RESOURCES CHALLENGE THIS BIRTHRIGHT FOR ORPHANS IN MOROCCO AND AROUND THE WORLD.







Research on the long-term outcomes for children who grow up in orphanages with little access to play have consistently shown negative effects on their development and well-being:

1. Cognitive development: Children raised in institutions have lower IQ scores, lower language skills, and difficulties with memory and attention compared to children raised in family settings.
2. Emotional and behavioral difficulties: Institutionalized children are at a higher risk of developing attachment disorders, anxiety, depression, aggression, and difficulties with self-regulation.
3. Social and relationship difficulties: Children growing up in institutions have difficulties with social skills, trust, and empathy, affecting their ability to establish stable relationships and social connections.
4. Physical health issues: Institutionalized children have higher rates of malnutrition, growth delays, and compromised immune systems.
5. Education and employment outcomes: Children who grow up in institutions have lower educational attainment, decreased school attendance, and limited access to vocational training, hindering their ability to secure stable employment and financial independence in adulthood.
6. Increased risk of homelessness and involvement in criminal activities: Young adults who have grown up in institutions are at a higher risk of experiencing homelessness and engaging in criminal activities. The lack of support systems, inadequate preparation for independent living, and limited opportunities contribute to these negative outcomes.

The severity and long-term impact of these outcomes varies depending on factors such as the quality of care in the institution, the age at which the child entered the institution, and the presence of supportive interventions and programs such as the ones provided by BLOOM Charity.



**500x**

more likely to die by suicide

**45%**

suffer from PTSD

**6X**

girls more likely to be  
abused

**70%**

of children in orphanages  
have depression





# WHAT HAPPENS IF WE DO NOTHING?

1

## POOR MENTAL HEALTH OUTCOMES PREVAIL

A lack of adequate playtime during the first 10 years of life is linked to:

- Higher instances of depression and addiction
- Poor adaptability and resilience
- Fragile interpersonal relationships.

2

## POOR EDUCATIONAL OUTCOMES CONTINUE

Childhood institutionalization has a negative impact on educational outcomes due to early childhood deprivation, limited resources and setbacks in:

- **Cognitive Development:** A structured and stimulating environment is critical to develop cognitive skills and be introduced to basic concepts such as letters, numbers, colors, and shapes.
- **Social and Emotional Development:** Interacting with society, peers and teachers fosters social and emotional development. Children learn to share, cooperate, and express themselves, which are essential skills.
- **School Readiness:** Children must have a structured environment in which they learn essential skills like listening, following instructions, and participating in activities, making the transition to formal education smoother.
- **Language and Communication:** Exposure to rich vocabulary, storytelling, and reading activities can significantly enhance a child's language skills, which is crucial for effective communication and literacy.
- **Long-term Educational Success:** Research has shown that children who participate in early education tend to perform better academically and are more likely to pursue higher education."

3

## CHILDREN WITH DISABILITIES CONTINUE TO BE MARGINALIZED

Children with disabilities are disproportionately represented in orphanages. They often remain in institutional care for life. These children endure extreme marginalization and neglect, and are often confined to small, isolated spaces in the orphanage for the entirety of their life. Wheelchair accessible spaces and vehicles are a rarity.

4

## THE CYCLE OF POVERTY CONTINUES

Play deprivation in childhood can cause emotional incompetence and poor development. At the age of 18, orphans are most often required to leave the orphanage. Institutional care creates 'lost generations' of young people who are unable to fully participate in society. These young adults often face unemployment, homelessness, criminal activity, and sexual exploitation. The poor outcomes result in a loss of potential human capital, and an increased burden on society for health, education, and legal services.



OUR MISSION

BLOOM IMPROVES QUALITY OF LIFE AND LONG-TERM OUTCOMES FOR ORPHANED, VULNERABLE, AND AT-RISK PEOPLE WORLDWIDE THROUGH CAMPAIGNS TARGETING EARLY CHILDHOOD DEVELOPMENT, EDUCATION, FOOD INSECURITY AND MENTAL HEALTH.



# BLOOM'S JOURNEY

**2022**

5 year milestone anniversary! BLOOM has now built 10 PlayGardens, hosted countless Enrichment activities, and fiercely advocates for children in Moroccan orphanages!

**2018, 2019**

BLOOM builds 2 PlayGardens per year, provides caregiver training, and hosts many Enrichment activities in orphanages.

**2015**

Founder(s) begin volunteer programs in Morocco.



**2023**

BLOOM IS BLOOMING! Introducing an expanded mission, global scope and new leadership team!

**2020, 2021**

BLOOM builds Morocco's first fully handicap accessible playspace! BLOOM steps up advocacy work for orphans in COVID world, leverages partners to provide for basic needs, hygiene and virtual learning materials.

**2017**

BLOOM launches as a 501c3, builds its first orphanage PlayGarden.



PROVIDING HOPE & HEALING TO ORPHANS

9

HAGS

"FREE UNSTRUCTURED PLAY IS THE  
GREATEST GIFT WE CAN GIVE CHILDREN.

HEALTHY, ADVENTUROUS, CURIOUS  
CHILDREN ARE THE GREATEST GIFTS WE  
CAN GIVE SOCIETY."

- AMINA SHAMS (COFOUNDER BLOOM CHARITY)



# BLOOM'S PROGRAMS



## DEVELOP GREEN SPACES

Our Magical PlayGardens Campaign targets the cognitive, emotional, and resource limitations faced when growing up in an orphanage setting.

The play spaces and healing gardens are rich with sensory, developmental and educational opportunities. These spaces are carefully designed to be equally accessible to children of various abilities.



## SUPPORT EARLY CHILDHOOD DEVELOPMENT

Our enrichment programs ensure that children in orphanages have regular, guided playtime. PlayGarden installations serve as just the beginning of long-term relationships with orphanages. Opportunities to play further promote a culture of play and mental health advocacy.

Through partner organizations, BLOOM brings art, music, drama and play-based learning into orphanages. Research demonstrates that children who play are happier, smarter and more social creatures.



## SUPPORT VULNERABLE CHILDREN IN CRISIS

Offer long-term support to vulnerable children impacted by crisis situations. Children pay the highest price in times of crisis and disaster, and we seek to advocate for and prioritize their mental health, ECD, and social support needs through these periods of extreme vulnerability.

In 2023, we launched the "Mobilizing for Morocco" program to provide sustainable support for children impacted by the Moroccan earthquake. BLOOM is also in active communication with partner organizations to support the mental health needs of children facing unprecedented levels of trauma in Palestine.



## EMPOWER CAREGIVERS

We work with partners to train orphanage staff in play therapy and trauma informed care.

Partner educators and childhood developmental experts help BLOOM create programs that maximize learning.





# MAGICAL PLAYGARDENS

## BEFORE & AFTER

2018 Le Nid Orphanage in Meknes



2019 The Annex in Meknes



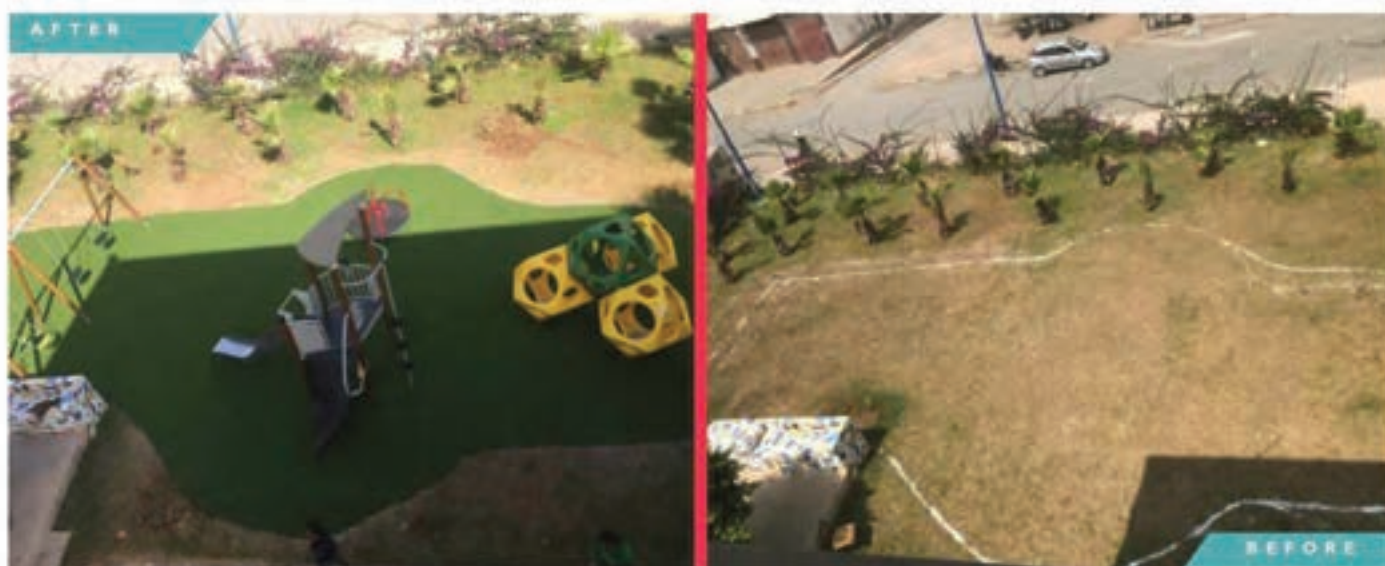


# BEFORE & AFTER

2019 Dar Al Atfal in Sale



2019 Dar Lmima in Casablanca





# BEFORE & AFTER

2020 Essaouira Orphanage in Essaouira



2020 Baouafi Orphanage for Children with Disabilities in Casablanca





# BEFORE & AFTER

2021 Errachidia Orphanage in Errachidia



2021 Ghassani Orphanage in Fes





# BEFORE & AFTER

2022 Essaouira Sports Court in Essaouira





## BLOOM'S ENRICHMENT PROGRAMS

Children living in institutions, without families, are deprived of the most basic life experiences. They are often left without the joyful, community-building experiences of sports, holidays, birthdays, and excursions. BLOOM's Enrichment Programs ensure children in orphanages have regular, guided playtime. We provide art, music, yoga, sports and other play-based and instructional activities. We host excursions to provide children with experiences outside of the institutions they live in. We fund holiday celebrations, celebratory dinners and more.

### Eid Celebrations are held at orphanages each year



### Art Activity hosted in Essouria's Orphanage





## Park and Picnic



## Beach excursion and Sports Day





## PROVIDING HOPE & HEALING THROUGH CRISIS

### Mobilizing for Morocco - Bridging the Gap for Children Impacted by the 2023 Moroccan Earthquake

In times of crisis, children often suffer the most. BLOOM is introducing a new program area through which we will advocate for the needs of and provide a range of support services to vulnerable children in crisis situations. This includes children impacted by natural disasters, pandemics, displacement and war and conflict.

In September 2023 a 6.8 magnitude earthquake devastated the underdeveloped Atlas mountain region of Morocco. Entire villages, including schools, were destroyed and inaccessible. Many survivors remain without adequate shelter and in dire need of healthcare services, including psychological support. When schooling is halted by a disaster, the need to maintain an education and routine is of paramount importance. The longer children remain out of school, the more vulnerable they become.

BLOOM took immediate action in the earthquake's aftermath. Within 72 hours we convened a group of partner organizations to assess the mid and long-term needs of the population, to determine how we can best support the rebuilding of communities long-after the disaster relief organizations are gone.

BLOOM Charity has now launched the “Bridging the Gap: Sustainable Support for Children Impacted by the Moroccan Earthquake” Program with a mission to offer long-term support to vulnerable children impacted by the September 2023 earthquake in Morocco with a focus on bridging the gaps in education, providing mental health support programs, healthcare services, and empowering them to reconstruct their lives and communities. We strive to rejuvenate their ecosystems by advocating for sustainable practices ensuring a resilient and prosperous future for both the children and their communities. Through this program we envision villages rebuilt around their school community; schools with educators trained in trauma informed care, rich and resourceful libraries, BLOOM PlayGardens that provide mental health relief and sustenance through vegetable gardens, and wells to alleviate the burden of retrieving water from these communities.



The BLOOM team is actively engaged in developing partnerships and programs for children facing crisis, conflict and displacement around the world. We will add projects to this program on an ongoing basis, as things develop.





## SPONSORSHIP LEVELS

BLOOM's work would not be possible without our loyal donors. As we continue to grow and expand our programs to include more mental health & early childhood development enrichment work, we need more individuals and corporations that will join BLOOM as sponsors. To become a sponsor, and learn more about how we recognize sponsors, please contact [aminas@bloomcharity.org](mailto:aminas@bloomcharity.org)

### BLOOM CHARITY SPONSORSHIP LEVELS

#### **Mission Sponsor -**

**\$10,000+ a year for 2+ consecutive years**

#### **Platinum Sponsor -**

**\$10,000 a year**

#### **Gold Sponsor -**

**\$5,000 a year**

#### **Silver Sponsor -**

**\$2,500 a year**



# BY THE NUMBERS

## BLOOM SUPPORTS SUSTAINABLE DEVELOPMENT GOALS





# LONG-TERM IMPACTS



**BLOOM SUPPORTS THE FOLLOWING  
SUSTAINABLE DEVELOPMENT GOALS**

**1 No  
Poverty**



**2  
Zero  
Hunger**



**3  
Good  
Health &  
Well-Being**



**4  
Good  
Health &  
Well-Being**



**5  
Gender  
Equality**





# TESTIMONIALS



Fresh air, sunshine, and access to new sights, sounds, and smells that can be found in BLOOM's play space are crucial to the health and growth of all the children--even infants benefit from vitamin D (sunshine) and stimulation of senses for emotional and physical development. This is especially significant for toddlers and older children who may be apprehensive about physical touch... the play space is special and different from the rooms, cribs, and playpens of the orphanage. It is having a hugely positive impact on the physical, mental, and emotional development of children and this is pivotal for every child's success.

**-Jane Lee**  
Morocco ADOPTION Program Director



Thanks Bloom Charity for the new field. We used to be afraid to play here before because it was slippery and dangerous, but now it's different and we are feeling safe!"

**-A Young Beneficiary**



# HELP ORPHANS BLOOM

BLOOM is committed to building Magical PlayGardens and developing Enrichment Programs in orphanages all around the world. Help us give the gift of laughter, learning, hope and healing to orphan children.

YOU CAN SUPPORT BLOOM CHARITY BY:

## GRASSROOTS LEVEL FUNDRAISING:

### Mission Sponsor

\$10,000+  
for 2+ consecutive years

### Platinum Sponsor

\$10,000 a year

### Gold Sponsor

\$5,000 a year

### Silver Sponsor

\$2,500 a year

## COMMITTED NETWORK OF DONORS AND SUPPORTERS:



Host an Event



Start an Online  
Fundraiser



Volunteer Your Time and Expertise





# BLOOM IS BLOOMING

12 PROJECT SITES IN 9 CITIES.

1 Essaouira

2 Casablanca

3 Rabat

4 Salé

5 Meknes

6 Fes

7 Errachidia

8 Dakhla

9 Tangier

Do you have a  
project site in mind?

Make a suggestion at  
[bit.ly/bloomproposal](http://bit.ly/bloomproposal)





**“The best way to make  
children good is to  
make them happy.”**

*Oscar Wilde*

