



Annual 2023 Report





Our Mission

BLOOM Charity's mission is to support vulnerable children around the world with a holistic approach to their health and well-being. Our programs support mental health, food security, early childhood development, and education.

Our Vision

We envision a world in which children that have endured crisis and trauma are supported in their right to a childhood — with ample opportunities to laugh, learn, hope and heal.

2023: A New Chapter for BLOOM Charity - Going Global

Dear Friends of BLOOM,

As we close the chapter on 2023, I'm filled with gratitude—for your unwavering support, for the lives we've touched together, and for the road ahead as we expand our mission and scale to reach even more children in need.

This past year marked a turning point for BLOOM Charity. We reorganized our Board of Directors and strengthened our leadership practices, laying a strong foundation for sustainable growth. These internal shifts were driven by a single goal: to deepen our impact for the most vulnerable children in the world.

While our roots remain strong in Morocco—where we continue to build our healing PlayGardens and provide culturally sensitive support for children living in orphanages—we are now actively growing beyond borders. BLOOM has evolved into a global nonprofit organization serving not just orphans, but vulnerable children everywhere. And we've broadened our scope to include food security and access to education, while staying grounded in our original focus on mental health and early childhood development.

In Fall 2023, when a devastating earthquake struck Morocco, we provided immediate aid to impoverished children and families in crisis. With urgency and compassion, we supplied food and warm clothing, relocated displaced students to a tent school, and began rebuilding the damaged school building.

In December, BLOOM expanded even further, launching mental health and psychosocial support programs for Palestinian children in crisis. These initiatives are a testament to BLOOM's growing global footprint and our commitment to providing healing, hope, and support to children in some of the world's most challenging areas.

This transformation reflects the heartbeat of BLOOM: love in action, dignity at the center, and the belief that every child deserves the chance to thrive.

None of this would be possible without you. Your generosity has allowed us to nurture not only the children we serve, but the very future of our organization. Thank you for planting the seeds of love with us—and for continuing to help them grow.

With heartfelt appreciation,

Amina Shams & Uzma Ahmad
CoFounders, BLOOM Charity

The logo for Bloom Charity features the word "Bloom" in a large, elegant, cursive script. Below it, the words "THE BLOOM CHARITY TEAM" are written in a smaller, clean, sans-serif, all-caps font.

6 years of

Planting the Seeds of Love

10 PLAYGARDENS
FUNDED AND BUILT

250+
ENRICHMENT
ACTIVITIES
HOSTED IN
ORPHANAGES
THROUGHOUT
MOROCCO

Six
GUIDESTAR
PLATINUM
SEALS OF
TRANSPARENCY

10,000+

ORPHAN
CHILDREN GIVEN
DIRECT ACCESS
TO A PLAYSPACE

60+

RAMADAN & EID
CELEBRATIONS HOSTED
IN ORPHANAGES

250+

ENRICHMENT
PROGRAMS
HOSTED,



INCLUDING
BLOOM'S FIRST
MENTAL HEALTH
SUPPORT EVENTS IN
GAZA, PALESTINE

6

ADOPTIVE FAMILIES REUNIONS HOSTED

\$1,000,000+

VALUE ADDED TO
ORPHANAGES IN MOROCCO



OUR JOURNEY AT A GLANCE

2017 - BLOOM launched as a 501(c)3, began pilot PlayGarden in Meknes, Morocco and educated staff to be trauma - informed. BLOOM begins Enrichment work in the orphanages to engage community partners and provide more learn through play and play therapy opportunities to children.

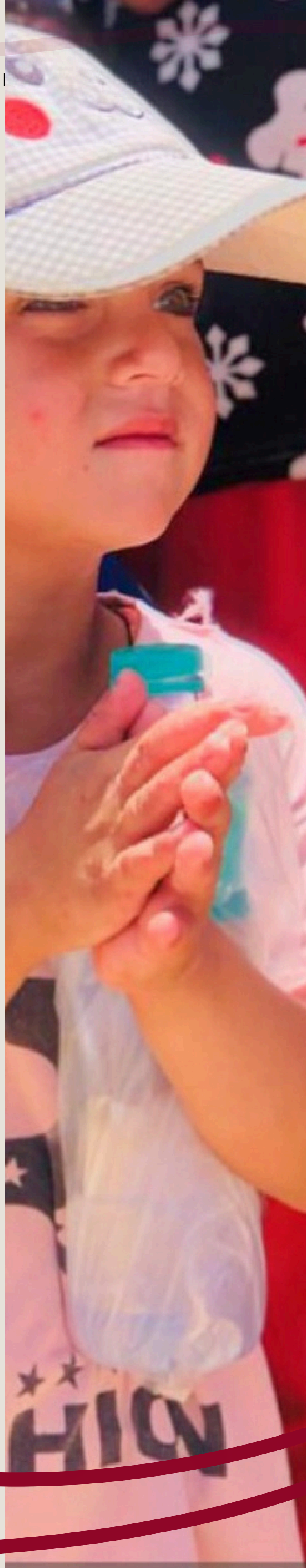
2018/2019 - BLOOM builds about two PlayGardens per year, hosts Enrichment Programs for orphans and advocates for their mental health & care

2020/2021 - Ghassani Hospital Orphanage PlayGarden built. Morocco's first handicap accessible playground built, BLOOM supports & advocates for orphans throughout COVID.

2022 - A MILESTONE YEAR - 5 years of BLOOM! PlayGardens completed at orphanages in Errachidia & girl's orphanage in Casablanca, Morocco. Sports area and lockroom built in Essaouira, Morocco orphanage.

2023 - BLOOM is developing a robust leadership team to implement an expanded mission as a global NFP.

The Mobilizing for Children in Crisis Program launched to support Moroccan earthquake victims & we began programs for Palestine!



10 BLOOM PLAYGARDENS ESTABLISHED TO DATE:

2018

Zniber Foundation Orphanage, Le Nid
Meknes, Morocco

2019

Dar Al Atfal Tabriquet Orphanage
Sale, Morocco

Zniber Foundation Orphanage, The Annex
Meknes, Morocco

Dar L'mima Orphanage Center2
Casablanca, Morocco

2020

Dar Al Atfal Orphanage Courtyard
Essaouira, Morocco

2021

Lalla Hassna Baouafi Center Orphanage
Casablanca, Morocco

Amal Center at Ghassani Hospital
Fes, Morocco

2022

Charity Centre D'Errachidia
Errachidia, Morocco

Dar Al Atfal Orphanage Sport Court & Locker
Essaouira, Morocco

Association Nour Girls' Orphanage
Casablanca, Morocco

2023

BLOOM did not complete a PlayGarden Project in 2023. We focused on building our teams and strengthening operations, enrichment and education programs for vulnerable children, and launched a new program for children in crisis. BLOOM also supported a school community with meals, shelter, and clothing, and helped rebuild their school in the earthquake impacted village of Kettou, Morocco.

ENRICHMENT WORK 2023

Children in trauma & crisis are deprived of the most basic childhood experiences. BLOOM provides lessons in music, art, meditation and more. We host holiday celebrations, beach excursions, sports lessons, etc.



- 28 bicycles donated & lessons provided to children in Annour orphanage
- Nutritional food, shelter, & educator's salary provided for impoverished students impacted by earthquake – rebuilding school that was destroyed in earthquake.
- Art/play therapy & sports programs provided in Morocco & Gaza
- Holiday outfits, dinners & celebrations hosted in orphanages.
- Palestinian children in US for medical treatment supported with educational materials & mental health programs.

... and much more!

ADVOCACY WORK 2023

- Annual Adoptive Families' Reunion & trauma-informed training hosted in Washington, DC.
- Established Mental Health Advisory Board & authored Trauma Informed Care Guidelines for volunteers supporting Palestinians.

... and much more!



Mobilizing for Children in Crisis

A New Program (est. 2023)

In times of crisis, children suffer most.

BLOOM's new program provides a range of support services to vulnerable children in crisis situations, whether it is natural disasters or the trauma of war and displacement, we believe all children must laugh, learn, hope and heal.

In Dec 2023, we began weekly mental health and psychosocial support events in displacement centers throughout Gaza, Palestine. We also provided coats, blankets and meals.



2023 Treasurer's Report

Hope BLOOMs

We are proud to introduce Noor Fatima Zia, the Treasurer of BLOOM Charity. With a strong background in financial management and deep commitment to transparency and accountability, Noor plays a vital role in ensuring the financial health of BLOOM.

Bringing 18 years of experience in accounting, Audit and compliance, she works to ensure every dollar is used efficiently and ethically, so that your generosity translates directly to meaningful impact on the ground. Noor is passionate about BLOOM's mission and brings heart and integrity to every decision.



2023 TOTAL INCOME

\$93,227

2023 TOTAL EXPENSES

\$99,379

As a
volunteer
run org,
overhead
costs remain
below 5%



Want to join our team?

**Want to fundraise for
BLOOM?**

**Have a project in
mind?**



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Instagram, Twitter and LinkedIn
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Email us info@bloomcharity.org**

