

KASBAH DU TOUBKAL NEWSLETTER JULY 2005

- Room to Read Tsunami Appeal raises over £600K for Sri Lanka.
- 2B2 Mike & Chris cycle to sponsor girls through education - and a chance to win a fantastic holiday. www.justgiving.com/2b2
- School transport Imlil to Asni due to start soon.
- SabMiller to look into adding value to agricultural produce.

Room to Read Tsunami Appeal

This appeal has already raised over £600K they have completed their first three schools in the Ampara district. Their work in Sri Lanka will extend beyond tsunami hit areas to make education accessible for a great many more children in Sri Lanka. John Wood was very grateful for the holidays we were able to put together with the generous gifts from our friends in the hotel industry in Marrakech. The holidays were raffled off at the fund raising events in UK. Thank you to everyone who assisted.

Sponsoring Girls Through Education

2B2 x 1,000KMS

2 Bikes, 2 Brothers, 1,000 Kilometers

Calais to Eagles Nest Cevennes 1st to 8/9/10th September 2005 Inshallah

To add a little extra incentive to the event we are giving away a fantastic seven-day, two-centre holiday (excludes air flights) for two at the Kasbah du Toubkal and Riad Farnatchi www.riadfarnatchi.com certainly one of the hottest new Riads in the Medina and is in this years 'Conde Nast Hot List'. This holiday has a value in excess of €3,000. For every £50 donated you will get the chance to guess:

a) How many days it will take Mike and Chris to get to the Eagles' Nest?

See www.kasbahdutoubkal.com/charity/b2b/2b2route.htm for clues

b) What will the total ride time be for the journey?

So go to www.justgiving.com/2b2 to make your donation and for every £50 donated have a guess the more guesses the better the chance of winning and the more money to Room to Read. Please email your guesses to mike@discover.ltd.uk



After my trip to Morocco last year I decided I needed something more comfortable and faster!! – well on the flat and down hill if not up! The trip Calais to the Eagles Nest seemed an obvious choice. Chris decided to join me but hankering after Che Guevara he decided to do it on “La Poderosa” – The Powerful One! My daughters call mine The Embarrassing One – not sure if it’s the trike, me or both! It’s actually a “Burrows Windcheetah”.

The idea gathered some momentum when Chris had a hour to kill in Nimes bored he entered a motorbike shop with Harleys, Kawasaki and the like outside... having looked at his licence “La Poderosa” had metamorphosed from a 500cc Norton into 50cc MBK moped!!

Having decided to do this, we had to try to raise money for a good cause and to be honest as far as value for money, I find John Wood’s Room to Read charity hard to beat, your £ really does go along way and has long term benefits. Last year Gilly and I sponsored a girl my reasons are given below. It would be great if collectively many more girls could be sponsored and receive an education, £1,400 educates a girl for 10 years. I hope our Bike Ride will be a catalyst for friends, colleagues and others to donate for this worthy cause. Your generous donations really can make a difference to the life of children- it will also help motivate us when the going gets tough! Visit

<http://www.justgiving.com/2b2> to sponsor, ever the optimist, I have not put a target (do not want to restrict ourselves) but hope that several more girls will be able to get an education thanks to your collective support.

School transport Imlil to Asni due to start soon.

Sometime ago a school bus was kindly donated by Leonce Vilbert Association “Marcher, Connaitre, Agir” to Imlil school, unfortunately due to administrative difficulties and lack of a budget to fund its running costs it is not yet doing what it should be, transporting children to and from the College at Asni 17km away. The Association Basin D’Imlil the Association largely funded by the 5% levy from guests staying at the Kasbah has accordingly decided to sort out the necessary paper work and fund its running costs. So the new academic year in September will see the functioning of this bus and the opportunity for children in Imlil to carry on their education beyond primary level will be greatly increased.

SabMiller to look into adding value to agricultural produce.

April saw another group of managers from SabMiller attending their leadership training organised by Steve Carter and his Apter International team www.apterinternational.com at the Kasbah. One of the exercises the group carries out is called the “Imlil Challenge” an exercise where ways of improving the quality of life of Imlilians whilst maintaining and protecting their cultural and environmental values are looked at. We at the Kasbah have always been keen on looking at ways whereby those not involved in Tourism might be able to add value to their produce. It is very early days yet but following on from the reports that were presented the group will be looking seriously if some of the ideas presented can become a reality. We are very excited by this possibility and thank Steve for bringing the like minded people from SabMiller to the Kasbah. We hope that this might be a way where the synergy of the Kasbah can have an influence in a wider area. The group that came in April are also looking at ways to bring a group of less advantaged youths to the area so that those less fortunate than themselves can have the chance of seeing and experiencing the area and culture of the Berbers.

I am writing this a few days after the terrible atrocities in London and I thought I should mention I have received numerous emails and phone calls from our various Moroccan friends and suppliers expressing their horror at what happened in London. I know I will be voicing everyone thoughts when I say we must work hard to ensure that we do not play into the terrorists hands by allowing such events to come between people of different creeds and religions. I hope none of you were personally involved in the disaster and our thoughts go out to those that were.

Wishing you well

Mike McHugo and all at Kasbah du Toubkal and Discover Ltd