



Annual Activities and Impact Report

2025 – 2026

**BUILDING COMMUNITY.
STRENGTHENING CONNECTIONS.**



REPORTING PERIOD:

July 31, 2025 – August 31, 2026



WHO WE ARE



The **Moroccan Association of Toronto (AMDT)** is an Ontario not-for-profit community organization serving Moroccans across Toronto and the Greater Toronto Area.

AMDT strengthens community connection, celebrates and preserves Moroccan culture and identity, supports newcomers and families, encourages community participation, and creates opportunities for social, cultural, educational, and community engagement.

Our work is driven primarily by volunteers, community members, sponsors, partners and Board members who contribute their time, knowledge and resources to strengthen the Moroccan community in the GTA.

MESSAGE FROM THE BOARD



The 2025–2026 year brought community activity, organizational renewal, and important learning for AMDT.

Throughout the year, the Association brought people together through family gatherings, Ramadan iftars, Moroccan community bazaars, cultural celebrations, educational programming and community initiatives. At the same time, AMDT began strengthening the systems behind the organization, including its website, communications, digital presence and administrative infrastructure.

One of the clearest lessons from this year is that strong community organizations require more than good ideas. They require people who are willing to participate, take responsibility, follow through and work together.



Our community continues to demonstrate a strong desire for connection. The growth of AMDT's digital community, participation in events, increased communications activity and continued interest from volunteers and community members demonstrate that the opportunity is significant.

The next stage of AMDT's development will focus not only on delivering activities, but on strengthening the organization behind those activities: clearer governance, stronger accountability, better planning, broader partnerships and more opportunities for community members to become actively involved.

We thank everyone who attended, volunteered, sponsored, promoted, partnered with or supported AMDT during the year.

BOARD OF DIRECTORS



Mohamed Benjelloum
President



Nadia Sayeh
Vice-President



Hicham Ziani
Treasurer



Anas Ibnrissoul
Secretary



Mohamed Ziouani
Board Member



Mouna Badir
Board Member



Salma Sbai
Board Member



Samir Ouhsine
Board Member



2025–2026 IN REVIEW

A year of community, culture,
connection and progress.



10+

Community and
cultural activities



3

Moroccan Community
Bazaars



500+

Members in AMDT's
main WhatsApp community



2

Free sponsored
Ramadhan iftars



160%+

Growth in the main
WhatsApp community



120–150

Community members at the
August 2025 summer BBQ



60–70

Participants at the Moroccan
Independence Day celebration

Bringing the community together.



BRINGING THE COMMUNITY TOGETHER

Community gatherings remained one of AMDT's most visible areas of activity during 2025–2026.



Community BBQ – High Park

In August 2025, AMDT brought together approximately **120 to 150 community members** for a family-focused BBQ at High Park, creating an informal and welcoming space for Moroccan families and community members to connect, reconnect, and enjoy time together.



Moroccan Community Bazaars

During the reporting period, AMDT supported **three (3)** Moroccan Community Bazaars, two in 2025 and one in 2026, creating opportunities for Moroccan entrepreneurs and small-business owners to showcase their products and services and connect with the community.



Moroccan Independence Day Celebration

In November 2025, AMDT marked **Moroccan Independence Day** with a flag-raising ceremony and community reception attended by approximately **60 to 70 people**, celebrating Morocco's history and heritage while creating a meaningful opportunity for Moroccan youth, families, and community members to come together.

RAMADHAN AND COMMUNITY CONNECTION



Two Community Ramadhan Iftars – February and March 2026

In February and March 2026, AMDT organized two community Ramadhan iftars, one serving the western GTA community and one serving the eastern Toronto community. Both events were offered free of charge, made possible through the support of sponsors and community partners. The iftars brought families and community members together to break their fast, strengthen relationships, and share Ramadhan in a welcoming community setting.

AMDT extends its sincere appreciation to the sponsors, volunteers, and partner organizations whose support made these gatherings possible.



COMMUNITY SPIRIT THROUGH SPORT

Bringing the community together
around shared passions.



World Cup Watch Gatherings

During the 2026 World Cup, Moroccan community members came together to watch matches and celebrate their shared pride and enthusiasm for Morocco and football. These informal gatherings created opportunities for connection, social interaction, and community spirit, while showing the value of building simple activities around moments that naturally bring the Moroccan community together.



SUMMER COMMUNITY GATHERINGS



In June and August 2026, AMDT organized two summer BBQs that brought families and community members together for food, recreation, informal networking, and social connection.



\$1,940
in gross revenue
(June BBQ)



**Below
\$1,400**
in expenses
(June BBQ)

These gatherings provided an accessible, family-oriented event that reinforced the value of community events within AMDT's annual programming.



EDUCATION AND FAMILY SUPPORT



Lecture with Imam Mohamed Janah – August 2026

In August 2026, AMDT hosted an educational lecture and discussion with Imam Mohamed Janah focused on family affairs, reconciliation, and related social issues. The session provided community members with a culturally familiar space to reflect, ask questions, and discuss family relationships, while reinforcing the value of educational and discussion-based programming alongside AMDT's social and cultural activities.



**Imam
Mohamed Janah**

Khateeb and Speaker
in the Mosques of Casablanca

✦ Visiting from Morocco ✦

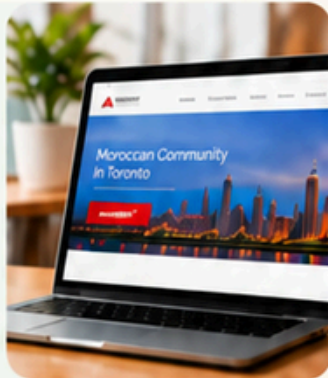
DIGITAL GROWTH AND COMMUNICATION

One of AMDT's most significant areas of development during 2025–2026 was its digital infrastructure and communication capacity.



Website Modernization

The AMDT website was substantially redesigned and updated to improve access to information, promote programs and activities, support community registration, increase organizational visibility, and provide more useful online resources. As a result, the website is increasingly serving as a central public information hub for the Association.



Moroccan Business Directory

AMDT launched an automated online Moroccan Business Directory to increase the visibility of Moroccan-owned businesses and make it easier for community members to discover local products and services. Three businesses joined during the initial launch phase, launch phase, estuitions for stronger connections between Moroccan entrepreneurs and the wider community.



WhatsApp Community Growth

AMDT's main WhatsApp community grew from approximately 190 members to more than 500 members during the reporting period, representing growth of more than 160 percent. The platform has become one of AMDT's most important channels for announcements, events, opportunities, information sharing, discussion, and outreach. This growth also reinforced the importance of clear communication standards and thoughtful moderation as AMDT's digital community continues to expand.



Newsletter and Communications

During 2026, AMDT strengthened its email communications and resumed more consistent newsletter activity. A dedicated organizational communications account was established, and newsletters systems were improved to provide members and subscribers with regular updates on AMDT programs, events, community news, business opportunities, partnerships, memberships, and volunteer opportunities. Together with the website, social media, and WhatsApp, the newsletter is helping AMDT build a more consistent and connected communications network.

STRENGTHENING THE ORGANIZATION BEHIND THE PROGRAMS

During 2025–2026, AMDT also focused on strengthening the internal systems that support its community work.



Reorganized shared records



Improved document storage and organizational email management



Created governance and Board documentation



Improved meeting templates and records



Modernized public communications



Strengthened continuity between outgoing and incoming volunteers and Board members



The year also highlighted the need for more consistent participation, clearer responsibilities, stronger accountability, proper handovers, documented procedures, improved volunteer coordination, and realistic capacity planning. Strengthening these internal systems will help AMDT deliver programs more consistently, protect organizational knowledge, and build a more sustainable foundation for future growth.

SUBSCRIBE TO OUR NEWSLETTER

Subscribe to get future updates about AMDT & our community.

Name

Email

SUBSCRIBE

By subscribing you confirm your agreement to the Terms and Privacy Policy.



SUPPORTING MOROCCAN ENTREPRENEURS

Throughout 2025–2026, AMDT continued creating opportunities for Moroccan entrepreneurs through community bazaars, the online Business Directory, networking, event participation, and public promotion. These initiatives helped increase visibility for local businesses while strengthening connections between entrepreneurs and community members.

Looking ahead, AMDT plans to explore more structured sponsorship and business partnership opportunities that can create mutual value for both the Association and participating Moroccan businesses.



FINANCIAL HIGHLIGHTS

AMDT maintained a positive reported cash position during the 2025–2026 reporting period while also reducing an important recurring operating cost.



\$14,841.38

Funds carried forward
from the prior period



\$12,172.58

Donations and
sponsorship income
recorded during the
reporting period



\$27,013.96

Total funds
available



\$13,570.11

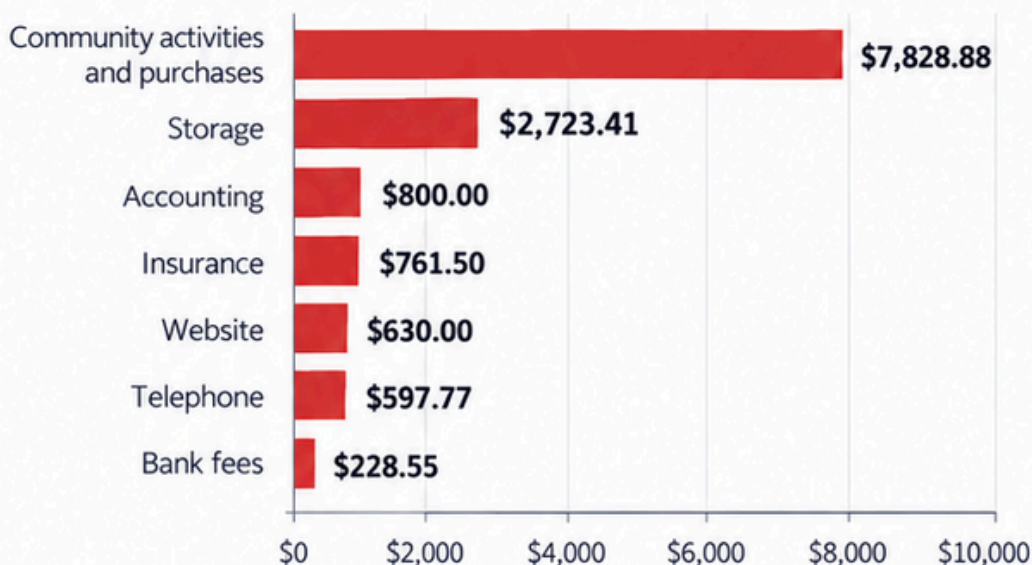
Total recorded
expenses



\$13,443.85*

Treasurer-reported theoretical
closing balance

WHERE AMDT FUNDS WERE USED



REDUCING ONGOING COSTS

AMDT eliminated its external storage facility in **April 2026**, removing a recurring expense of approximately **\$350–\$400 per month** and helping reduce ongoing organizational overhead.

* The \$13,443.85 closing balance was reported by the Treasurer as a theoretical balance and remains subject to reconciliation and verification against AMDT bank records.

This Annual Activities and Impact Report provides a high-level public financial summary. Detailed financial records and Treasurer's reports are maintained separately by AMDT.

WHAT WE LEARNED

The year demonstrated several important lessons for AMDT.



COMMUNITY INTEREST EXISTS

People continue to respond to opportunities for social connection, cultural celebration, family programming and useful community information.



COMMUNICATION MATTERS

The significant growth of AMDT's WhatsApp community and improvements to its website and newsletter demonstrate the importance of communicating consistently.



SMALLER EVENTS CAN CREATE MEANINGFUL IMPACT

Success should not be measured only by attendance numbers. Smaller gatherings can create stronger conversations, relationships and community connections.



STRONG GOVERNANCE SUPPORTS STRONG PROGRAMMING

Events and community initiatives become easier to manage when responsibilities, timelines, financial controls, records and expectations are clearly established.



SUSTAINABILITY REQUIRES SHARED RESPONSIBILITY

AMDT cannot depend on only a few people. Long-term sustainability requires more members of the community to contribute their skills, professional experience, time and leadership.

LOOKING AHEAD — 2026–2027 PRIORITIES

Building on this year's progress and lessons learned, AMDT will focus on the following key priorities for 2026–2027.



STRENGTHEN CORE PROGRAMS

Continue and improve AMDT's most successful recurring activities while strengthening planning, volunteer coordination and cost management.



IMPROVE GOVERNANCE AND ACCOUNTABILITY

Continue modernizing Board processes, roles, records, meeting procedures, financial controls and organizational handovers.



INCREASE COMMUNITY PARTICIPATION

Use surveys, polls, volunteer opportunities, targeted outreach and more interactive programming to better understand and respond to community needs.



EXPAND PRACTICAL EDUCATIONAL PROGRAMMING

Develop practical workshops and learning opportunities in areas such as personal finance, professional development, newcomer support, and family and community issues.



STRENGTHEN PARTNERSHIPS AND SPONSORSHIP

Develop clearer partnership and sponsorship opportunities for organizations and businesses interested in supporting AMDT.



SUPPORT MOROCCAN BUSINESSES

Continue developing the AMDT Business Directory and create additional opportunities to showcase and connect Moroccan entrepreneurs.



IMPROVE DIGITAL COMMUNITIES

Strengthen moderation and organization within AMDT's Facebook and WhatsApp communities so useful information is easier to access.



BUILD ORGANIZATIONAL CONTINUITY

Create reusable templates, documented procedures and shared organizational systems so knowledge remains with AMDT when volunteers or Board members change.



2026–2027 FOCUS:
Stronger Systems. Broader Participation. Sustainable Growth.

THANK YOU

AMDT's work would not be possible without the people and organizations who contribute their time, resources, knowledge and support.

We extend our sincere appreciation to:



OUR VOLUNTEERS

For giving their time, energy and support to help deliver AMDT activities and community initiatives.



OUR SPONSORS AND PARTNERS

For helping make community programming, events and opportunities possible.



OUR SPEAKERS AND COMMUNITY LEADERS

For sharing their knowledge, experience and perspectives with our community.



OUR MOROCCAN ENTREPRENEURS AND VENDORS

For contributing to community events, supporting local economic connection and strengthening AMDT's entrepreneurial network.



OUR MEMBERS AND COMMUNITY PARTICIPANTS

For attending, contributing ideas, sharing feedback and continuing to support AMDT.



To everyone who believes in building a stronger, more connected Moroccan community in Toronto and the GTA —

THANK YOU.

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