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JRJ CARAVANA

The JRJ Caravana, a joint initiative led by the Juan Ramón Jiménez Spanish Institute in Casablanca and its Interact Club, is a humanitarian project designed to support rural communities living in extreme poverty in the Al Haouz region. Through a caravan of volunteers and vehicles, the project delivers essential aid such as food, medicine, clothing, and basic services to areas in dire need. This initiative was born in response to the deep social inequalities that persist in Morocco, where access to healthcare, education, and clean water remains limited in many rural regions. The Caravana seeks to promote unity, solidarity, and collective action in the face of these challenges.

Beyond delivering aid, the project also carries a strong educational mission. It raises awareness among students about the realities of social injustice and sustainable development, encouraging them to grow into engaged citizens committed to building a more equitable society.

Supporting the JRJ Caravana means joining a high-impact, youth-led initiative that combines humanitarian aid with civic education, creating meaningful and lasting social change.

OUR STORY

This initiative was born among a group of young people deeply committed to the reality of our country, united by a shared desire: to create a real impact. We are students, yes but also dreamers deeply engaged in our mission. We're aware of the inequalities around us, and we are determined to act.

The journey began during a casual conversation between friends. At one point, Ali, now President of the JRJ Caravana, asked a simple question:

"Wouldn't it be a great idea to organize a caravan to help people in need?"

Everyone said yes with enthusiasm. That one idea sparked something powerful. Ali began sharing his ambitions and his vision of social transformation, and very quickly, the conversation grew. More and more people joined in, contributing ideas, energy, and support. And that's how the JRJ Caravana started: not just as a project, but as a shared dream. Together, we share a vision and a mission, but before anything else, we are friends. We work together in good spirits, with laughter, mutual support, and a strong sense of purpose.



OUR IMPACT AND OBJECTIVES

We create impact on two fronts:

- **In rural communities:** By delivering essential goods such as food, medicine, clothing, and hygiene products, we help improve living conditions and restore dignity to those often forgotten by larger systems.
- **In our classrooms:** By engaging in this project, students step outside the textbook and into reality. They learn firsthand about economic inequality, social justice, and sustainable development. They don't just study change, they become part of it.

Long-term goals :

- To guarantee decent living conditions for rural populations in extremely precarious situations by collecting as many essential food products as possible.
- To raise awareness and educate students on socioeconomic issues related to sustainable development and social inequalities through the creation of an educational and humanitarian project that helps them better understand the problems facing our society.

Short-term goals :

Secure financial sponsorship from businesses and institutions, request donations from parents and students from the school community, recruit student volunteers, assign roles and responsibilities to each volunteer, organize and plan a chronogram with the association, launch an awareness campaign within the school, and create promotional posters, flyers, and videos. Share the project on social media platforms, and contact NGOs or local organizations for collaboration; schedule delivery dates; plan the caravan route, rent or organize transportation (vans, cars, trucks); ensure safety protocols and emergency contacts are in place, hold team meetings regularly to track progress.

ROLES AND RESPONSABILITIES

As part of the JRJ Caravana, students can take on different roles that reflect real responsibilities within the organization of the project:

Executive President: Oversees the entire project, manages all teams and operations, and ensures every aspect runs smoothly.

Carries the overall vision, sets priorities, and solves major challenges when they arise.

Ultimately responsible for the project's success from start to finish.

Secretary General: Alongside the Executive President, the Secretary General focuses on the operational side of the project.

Coordinates internal communication, manages schedules, and ensures tasks are executed efficiently.

Plays a key role in keeping the team organized, informed, and on track.

Head of Department: Heads one of the six departments and leads their team toward clear objectives.

Delegates tasks, supervises progress, and ensures that their department contributes efficiently to the project.

Volunteer: As a volunteer, you assist with a variety of tasks, helping the team execute plans and adapt to daily needs. Flexibility and a positive attitude are key qualities for this role.

There are six main departments, each with its own specific mission. Students will be assigned to one based on their preferences, skills, and availability:

General coordination:

Responsibility: Supervises the entire project and ensures the proper functioning of all other departments.

Defines the objectives, timeline, and priorities of the project. Solves problems and guarantees cohesion among teams.

Required qualities: Ability to manage multiple tasks simultaneously and an organized mindset.

Communication:

Responsibility: Manages the visibility of the project through social media and classroom presentations; develops effective strategies to ensure our vision reaches as many people as possible.

Required qualities: creativity, writing skills, and the ability to connect with an audience.

External relations:

Responsibility: Maintains contact with NGOs, companies, and institutions (mainly to seek financial support).

Required qualities: Negotiation skills, networking ability, and ease in building relationships.

Logistics and transportation:

Responsibility: Handles the circulation of goods and volunteers.

Plans routes and ensures the safe transport of both volunteers and supplies.

Manages material needs and required equipment on the ground.

Required qualities: Organizational sense, planning capacity, and the ability to handle unforeseen situations.

Procurement and Stock Management (PSM):

Responsibility: Responsible for obtaining resources and managing them (also on the ground).

Required qualities: Organization, attention to detail, and resource management skills.

Documentation:

Responsibility: Records and archives the journey of our project in order to create a documentary to raise awareness and educate students.

Required qualities: Writing ability, editing skills, perfectionism, and creativity.

PLANIFICATION

FASE 1 (Planning, development and validation of the project)

Current phase: We define the scope of the project, draft presentation documents, establish strategic objectives, and validate them internally. Volunteers are mobilized, the various working departments are formed, and the project is planned.

Phase 2 (Contacto Institucional y Búsqueda de Patrocinios)

Meetings will be held with potential partners (businesses, NGOs, public institutions) and formal collaboration requests will be requested. The object is to secure finance, logistics and materials.

Phase 3 (Internal awareness and school mobility): It includes informational interventions in all classes (Primaria, ESO, Bachillerato), presenting the project, creating content on social media, communicating about our initiative. The object is to involve families and encourage them to participate or contribute economically.

Phase 4 (Events and fundraising)

Generally speaking, this is the way to get the money you need to get it started. During all of our recreos we are present in the educational center to receive contributions from alumni, professors and staff. At the same time, we participate to events (such as conferences, presentations, exhibitions, etc.) where we organize a stand with the aim of increasing the funds.

Phase 5 (Caravan logistics preparation)

The purchase, classification and distribution of food, hygiene products, clothes and other essential items. We organize the transport, the itineraries and the distribution of items between volunteers. Define the objects of the intervention on the ground.

FINAL phase (Ejection to the ground)

During this final phase, it will arrive at the Humanitarian Caravan. Distribute the products collected to the beneficiary families and aim to maximize the impact they hope for (a cargo of the association).

HOW TO GET INVOLVED ?

You can contribute to the JRJ Caravana in three different ways, and we deeply appreciate every contribution, whether big or small.

- **Support us through funding:**

Your contribution enables us to provide critical aid directly to struggling communities.

You can donate in the following ways:

Online, through our crowdfunding platform.

Or in person, during school holidays and donation collection campaigns.

- **Promote our cause.**

Help us spread the word!

Repost our content on social media, talk about the project with your friends and family, and amplify our message. Promoting our mission is also a powerful form of support; it brings visibility and helps us grow.

- **Join the caravan**

Be part of the journey.

We truly want as many people as possible to experience the caravan because it's more than just a project; it's a way to share core values like solidarity, empathy, and mutual support.

Your presence matters.

"ALONE WE CAN DO SO LITTLE;
TOGETHER WE CAN DO SO
MUCH."

