**WHO ARE WE?**

Foundation Fighting Poverty (FFP) is an organization that believes in collaborative working and joining together as a team; a holistic unit. In order to bring as much positive change that is required to create a meaningful impact in Pakistan, however, our current goals are to more steadily improve the lives of the impoverished, under-capable, and malnourished.

FFP is a nonprofit Non-Governmental Organization (NGO) hoping to create a platform to mitigate socio-economic issues by building a bridge between individuals who are able and willing to help and underprivileged parties struck by the social injustice present today.

Our future aspirations are to bring a constant stream of positive change into Pakistan. We presume the most effective and quickest way to accomplish that is by partnering with other corporate and governmental bodies to become a Knowledge (and Execution) Partner of Schools and develop programs all over the country. We hope to achieve increased efficiency and address more social concerns by influencing policy and practice within our society.

HISTORY:

The organization you see before you today is the result of a highly determined and motivated individual: FFP's president Mr. Abdullah Ehsan Syed. He envisioned a dream to create an organisation that strives to do meaningful work on the social injustice and reduce the difference in inequalities, our dedicated president initiated this dream with his school's pocket money of 10 PKR, as well as tireless persistence.

Any idea can be achieved with constant work and efforts, which is analogous to climbing a mountain; both mirroring the qualities of a long journey and significant effort. Similarly, FFP is still “climbing” to the goal of helping people and has been for eleven years. It takes an enthusiastic team who retain the same drive and ambition, as our founder, to be a force of positive change.

Brief Introduction:

FFP has aimed to diversify our outreach into each essential sector of our community. We are impacting multiple sectors, including education, health, environmental concern, basic needs and having a sustainable income. Our group is further dissected into smaller teams to pay more detailed attention to each sector; inclusive of managerial staff and other FFP members who work 24/7 to ensure that each cause reaches as many people as possible.

FFP has joined hands to help in every sector which are in education, health, environment, basic needs and sustainable income. Each sector has dedicated managers and team members who work 24/7 to ensure the cause reaches everyone. This is described in more detail below-

APPROACH

As previously stated, several approaches are being taken to accomplish different goals as FFP is trying to maximize on societal benefit, examples of these are explored in more depth below-

Vision:

FFPs vision is to work towards creating a better Pakistan, in short this means to provide basic healthcare, education and empowerment to every citizen. This is tackled by our many sub-sections with a task force assigned to each major concern.

Mission:

FFP is committed to identifying and eradicating challenges present in our country, whether it be economical, social, physical or even mental. Namely focusing on young and impressionable minds by educating them and creating a situation where citizens of Pakistan are aware of their surroundings and actively strive in pursuit of betterment.

Governance:

FFP strives to give purpose, direction, and vision to structure people's upcoming days of life, by already presenting our own projects and campaigns we hope to sway governmental opinion to give more importance to issues the public feels should be represented and are vital to growth. As previously stated, allying ourselves with governmental bodies for projects at certain areas of concern is a highly productive course of action.

Values:

FFP respects individual's morals and values. We are actively working together to help each and every person, despite race, cast, or religion. We believe every person is deserving of basic human rights and will not abide by those who believe differently.

WHAT MAKES US DIFFERENT?

There are many prevailing problems arising every day in Pakistan, withstanding all of the struggles trying to combat these, FFP is also trying to spread happiness and positivity nationwide, and is currently active in more than 20 cities, inclusive of 2430 campaigns that are held under the flag of the FFP.

Our organization is relentless in our goal to rid poverty from all communities in Pakistan and develop a better world for future generations. FFP hopes to grow and never stop providing assistance to those in need; our organization always has a shoulder for anyone to lean on.

SERVICE PROVIDED BY DIFFERENT DEPARTMENTS OF FFP:

BASIC NEEDS DEPARTMENT:

Basic needs are typically defined as food, water, shelter, and clothing. FFP is focused on providing these vital necessities to those who currently do not possess them. FFP also retains an extended belief that sanitation, education, and healthcare are also basic needs, however, due to their more intricate and complex nature (with regards to providing them) FFP has chosen to allot these needs their own departments to ensure a deeper and more detailed approach is taken.

So far FFP has managed to help over 2000 families, as well has handled 174 marriage cases, and countless individual cases; FFP looks forward to continuing to help more people.

SOCIAL AWARENESS DEPARTMENT:

Social awareness is highly important as it provides everyone with the ability to comprehend and empathize with our surroundings, as well as improve our social skills and gain more respect for our neighbors.

FFP believes that spreading awareness should start with the youngest and most impressionable minds, those ready to accept change; the youth. FFP strives to educate the youth on moral and ethical actions, as well as the global responsibility of being a citizen of Pakistan and the world.

Awareness is spread to the public by numerous social media campaigns, as well as seminars and panel discussions in countless situations, inclusive of universities and corporate sectors.

EDUCATION DEPARTMENT:

Having a good education is vital, not only for yourself but also to improve your social environment, it creates a ripple effect and benefits the people around you as well. Having a strong foundation in your education is key, as everything else is built on that, without education, an individual will face many struggles and negative consequences.

FFP wishes to help teach all people, inclusive of ages and races, and truly believes that everyone deserves education. As a consequence, FFP has provided help to students ranging from elementary school up to university level; this has been accomplished by the means of providing sponsors and other basic requirements.

With regards to our social awareness department, FFP has also covered many events simply focused on education. In fact **11566** cases are looked after by FFP. We wish to spread the education and awareness to every person possible.

ENVIRONMENTAL ISSUES DEPARTMENT:

FFP is thankful for the increase in environmental consciousness arising in the media nowadays and whole-heartedly believes that keeping the environment clean, safe and healthy is a responsibility every citizen should be accredited with.

This is why FFP educated people with the following ideals:

* Keeping the environment pollution free
* Importance of recycling
* Keeping the atmosphere clean
  + By reducing your carbon footprint

An example of FFP taking our environmental responsibility seriously is organizing multiple plantation campaigns in Karachi (+interior Sindh). This campaign has led to a plantation of 2000 plants in Karachi with an additional 1000+ in interior Sindh. 16750 water boring supplies have also been successfully planted.

FFP hopes to collaborate with District Metropolitan Corporation and Government Authorities to widespread this process all over Pakistan and not just limited to Sindh.

HEALTH DEPARTMENT:

FFP is convinced that health is a key factor in improving your quality of life, productive and motivated work is only possible with good health. With good health, the sky's the limit; which is why FFP shows people how to be healthy and hygienic whilst simultaneously conducting activities to instill an overpowering urge to adopt a healthier lifestyle. These activities are a key part of our importance of good health campaigns.

The main focus of this department is to spread medical awareness amongst all societies in Pakistan. Which is why FFP had organised health campaigns in Pakistan where anyone was welcome to come and receive highly accurate diagnoses free of cost. FFP believes a horrendous social injustice has taken place when people are too stricken with poverty to afford any sort of healthcare.

FFP was also on the front during this pandemic and helped lots of families fighting against COVID-19. FFP has launched a helpline to educate people about the corona preventive-measures and precautions, as well as symptoms. We have also provided necessary medical supplies to those suffering, and have had the fortunate nature to help 2720 cases.

MEDIA DEPARTMENT:

Media plays the most essential role when it comes to spreading awareness and touching hearts of the youth, which is why FFP has taken tremendous strides in working through the media to connect people to work towards a better tomorrow. As media is not limited to one platform, FFP is available and contactable through all social media forums and outlets, including Facebook and Instagram.

Media is something each individual opens every single day and spends countless hours scrolling, FFP finds that providing new content through social media is a useful way of communicating new and important information.

HR AND FINANCE DEPARTMENT:

FFP promotes a policy of honesty and transparency in order to preserve the faith and trust you have put in our foundation. In this department your donations are safely allocated and wisely used to help the deserving people.

2. INTERNSHIP:

FFP prides itself on creating learning opportunities for everyone, we feel internships provide a hands-on approach that can only aid academic learning, and in some cases outweigh the benefits provided by academic learning. FFP supports the claim that both play a vital part in gaining a useful education that can benefit an individual in the long-term period. The FFP team has dedicated plenty of hours in procuring these types of opportunities.

The following list are some examples of internship opportunities provided by FFP by aligning ourselves with other institutions and/or NGOs:

* Iqra University
* CBN
* University of Karachi
* Jamshed University
* Bahria University
* Accounting Institutes

FFP also strives to provide internships at our own organization, we offer three different internships:

* Summer Internship
  + This internship entails working at our main head office, from months April to August, in one of our many different departments.
* Winter Internship
  + This internship entails working at our main head office, from months November to February in one of our many different departments. Choosing to specialize in a field of business development, educational training, health programs, amongst others.
* Ramazan Internship

This opportunity is possible in the holy month of Ramadan, and can be completed from anywhere in the country.

Annual activities:

1. Healthcare:

FFP never steps back in any kind of situation. “As health is wealth” it is the utmost need of each individual. FFP stood for this motion and acknowledged people about healthy life style through campaigns.

FFP arranged health awareness campaigns, which was focused on the healthy life style one could achieve by implementing some minor changes in our daily routine dealing with each member of the family

Secondly, Women health awareness campaigns were arranged to acknowledge women about some Do’s and Don’ts a women should be aware of while growing up as a woman.

Also, focused on Children and Infant in various under privileged areas including Kemari and Orangi town. It helped a lot of mothers and guardians to keep their children from an unhealthy environment.

These campaigns focused on hygiene dental care, children diseases and other health related issues from which a lot of people are not cultured about. These campaigns were conducted by our respected doctors who are also members of FFP.

Since the foundation of FFP around 2720 medical cases are looked after by us.

2. Climate Change:

Environment entitles not just the place we live in but the things and people associated with the place. Keeping environment safe and healthy is everyone's duty. About which some people are not aware and some are aware with this but does not get a chance to cater such activities.

FFP organized different awareness program for environmental sanitation for such people.

Climate Change Awareness seminar was conducted by FFP in many educational institutes. In which FFP focuses on the affects and its causes of environmental exploitation. Also, emphasizes on the solution to turn the tables to a healthy environment for us and after us. We conducted different activities like planting trees to motivate people to practice and deliver the good deed to others too.

FFP also participated in European Union meeting for Climate change program.FFP has worked to make our environment a better place for which 2060 trees have been planted.

3. Awareness Campaigns

FFP never holds back to cater people in any way. FFP has worked in every sector to help people also to aware them about the current Do’s and Don’ts. Therefore, with FFP's dedicated team it has successful in conducting a lot of campaigns.

These campaigns were conducted not just to spread awareness but also to spread happiness.

Our campaigns include Aftaar campaign through which we were able to serve many people with aftaar. Social awareness campaigns through which reached people who are not aware of social doings and practices. Rashan campaign through which we were able to distribute as many rashan bags full of essentials to as many people as we could reach out.

Climate Change awareness program focused on people to use the natural resources with limits of need and practices to make environment better place to live in. Heat stroke campaign helped a lot people in every possible who suffered heat strokes. Health awareness campaign focused on different age groups and genders to make them aware about the healthy life style one can offer in their routine.

In total 2138 campaigns in Pakistan are held.

4. Basic Needs:

As oxygen is to lungs just like that basic needs is to a normal routine. FFP believes that everyone is entitled to have basic needs in their life to spend it properly and comfortably.

FFP provided basic needs like food, shelter clothes etc. to deserving people. Therefore, FFP has arranged different campaigns to serve people to provide basic necessities of life. These basic things are important to life from which a lot of people aren’t provided with fully or not at all.

Our campaigns and drives of basic needs helped a lot of families in Pakistan. Rashan bags during corona widespread too. We have also distributed basic items to sellers in mandi during the Eidulazha time and to transgender community and other people too.

It is our foremost virtue to serve people from the blessings ALLAH has bestowed us either by physically, mentally or by our wealth.

FFP has served 22000 rashan, 804212 total beneficiaries and 16750 water boring beneficiaries, 175 marriages and rent cases.

5. Ijtimai Qurbani:

Qurbani is the act to strengthen the bond between Creator and Creation in a way that impacts us for the rest of this life and the next. One should share the blessings given by ALLAH with everyone around us.

FFP organises Ijtimai qurbani that ensures the provision of Qurbani meat to the rightful poor and needy in the country. FFP with complete verification of people, distribute the meat to needy people.

Procurement of healthy animals and their slaughtering is done under FFP’s guidance. The meat distribution among the poor and needy all across Pakistan is conducted with full validity of needy people.

6. Thardrive:

FFP works for the one in need and will always be working for it. We reach out to people the ones in need. Thar is a place where people are not provided with basic needs even. It is scared and barren land with no luck for water and food nearby can be found easily.

FFP took things in its hands to look after people in such underdeveloped area and provided people of Thar with rashan bags which have all the basic necessities one need. It is our dedicated team all over Pakistan who are willing to reach people anywhere and anytime

7. Clothes drive:

FFP is a place open to everyone in any kind of need. We strive hard to help ones we can reach out or anyone reaching us for help.

FFP arranges drive for Clothes drive in many areas of Pakistan. Either its scorching heat in summer or breezing winter our team is ever ready to be a part of the cause.

FFP distributes clothes, shoes and basic items. FFP also covered Clothes drive on the occasion of Eid this year in Corona bazar too. Everyone left with a wide smile and a bag full of Eid gifts.

People are stuck for basic needs that these needs are luxury to them. FFP reaches people in under privileged areas of Pakistan where existence of basic necessitates lack at the very extent.

8. Rural Development Initiatives:

FFP has initiated dug its flag in rural areas too. Therefore FFP planned several projects to cater rural areas. Either its awareness or building a infrastructure very much needed in the area.

Construction of a mosque, Training center for women, School and Madrasa are the projects FFP which are on the map of FFP to provide people with. FFP is working day and night to accomplish this motive as soon as possible.

We have also conducted Clothes, Rashan bag and several other drives in these areas.

9. Pandemic Reliefs:

This pandemic has caused an outrage of joblessness and chaos everywhere. FFP didn’t left people’s hands in the very situation.

FFP helped families suffering from corona virus by providing them with medical supplies if needed. The people suffering from poverty due to joblessness in the lockdown were provided with jobs in different areas in the FFP circle.

We provided medical assistance by providing medical facilities physically and also through our active helpline. Rashan bags and other basic necessities were distributed among people. Also, FFP has launched a helpline to acknowledge people about the corona precaution and symptoms and to provide withy medical supplies necessary during the suffering.

We also made our doctor’s sprits high by appreciating their efforts and time they give to each patient by distributing gifts which made them smile during the tensed situation. Till date FFP is successful to look after 2720 medical cases .

9. Flood Reliefs:

Flood brought destruction, sorrow and helplessness among the survivors. They lost their houses and their hope with that. FFP provided rashan packages and some releifs to under privileged people in the affected regions.

We came up by Dadu Relief Package for the flood victims. We were able to provide 150 rashan bags among the victims. A hand in dark is quint of hope.

10.Small business unit:

FFP supports every individual looking for a light of hope. People who are willing to serve their families and people around them in every way but have no resources are looked after by FFP small business support area.

Therefore, we look forward to help a person who is planning to run small businesses which needs a little push. FFP is successful in finding such dedication in people.

We are successful in gathering sponsors to help these small business entrepreneurs to run a gear to establish a small world of theirs.

11. Education:

Education is the key to everything and also needed to become a better human being.

FFP has planned to open a madrasa and school in rural areas of Pakistan. FFP is working real hard to build it as soon as possible. Students studying there will be offered quality education with no hectic of fee.

Not only this FFP took part in a lot drives to spread education i.e. book drive also conducted activities in street schools. FFP looked after 11566 education cases till date.

12. Ramadan :

Ramadan is a month of prayers and blessings. A lot of people are distanced from enjoying the perks of Ramadan we took care that we share these blessings with people around us.

Every year FFP organizes drives i.e. Aftaar drive where we open our fasts with people. Not only are the rashan bags distributed with things necessary during Ramadan. Near Eid we conduct clothes drive to distribute Eid gifts from FFP. Every person deserves to have an Eid full of happiness.

13. CSR program:

FFP welcomes any organization to join us to help in the cause. Our CSR programs offers people of organizations to join us for the very cause in any way possible. According to our CSR program we contribute with organizations to cater people. We have collaborated with a lot of organizations to help them in the noble cause. We are willing to join hands with every person who is willing to cater people in every possible way