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*This is a charity based Foundation Named "Spreading Smile Foundation". The foundation was started by **"Mr.Haseeb Ur Rehman"** in 2015. The basic aim of this Foundation is to collect money from the people willing to help and then to distribute it among the needy. This Foundation basically Targets the needy people who are not begging but working hard for their family and self-respect. From the last few years, the gathered amount has been donated to Watchmen, street vendors, fruit walas ( who were in debt or were unable to pay their utility bills, etc) as a charity. To gather the help and Money, members of this Foundation go to different institutions, people and collect donations. After collecting a suitable amount, members start going to Targeted persons for distribution.*

*Currently, their team consists of 30 members including 8 board members. Most of them are young, energetic, and dedicated to work for the betterment of humanity and society.*

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# OUR MISSION & VISION

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- ❑ *"To create a society where no one goes to bed **Hungry**"*
  - ❑ *Spreading Smile Foundation works "to provide education and skills to community to enable them to earn their own livelihood, despite their, color, religion".*
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# OUR VALUES

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- Compassion
  - Equity
  - Ethics
  - Honesty
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- Positive Attitude
  - Faith
  - Courage
  - Respect
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# SITUATION ANALYSIS

## ❖ CULTURE

The culture of “Spreading Smile Foundation” is moderate not so strong, not so weak as it is a non-profit organization so it is very difficult to maintain a strong culture in small Non-Profit Organizations. Also, the information and decisions always take place in a decentralization manner which is the right thing to expand the organization and to gain the trust and loyalty of members.

## ❖ MARKETING STRATEGY

“Spreading Smile Foundation” from the day one worked and applied the strategy of transparency through the marketing of their cause and services because they believe transparency is the key factor that can make them better from others and the biggest flaw in the industry of non-profit organizations is the lack of transparency and they are very much successful as if we see their time-series data of donors and donations it is clearly defining that they are on the right path.

## ❖ INTERNAL ENVIRONMENT

The internal environment of any NGO depends upon multiple things, i.e the relationship between workers, their attitude towards work, and their willingness towards any task.

The internal environment Of the Spreading Smile foundation is quite good because of the fact that the relationship among workers is good enough to enjoy each other's company. But at the same time, their attitude towards work is not satisfactory that might be because of their own full-time work or study.

They are going in the right direction internally as their graph of resources is going high and the increase in the resources will help the customer to get better services, more clear and bigger message of what they are doing and also they can take their causes on a much bigger level.

# EXTERNAL ENVIRONMENT

## ❖ COMPETITORS

The Non-Profit Industry is very competitive because here every organization is working for the betterment of human beings and society. People are working because of the passion not for any greed in this field so every organization is giving and doing their best to get more audience and recognition.

*Here we are listing some of the competitors of "Spreading Smile Foundation".*

- i. Shaukat Khanum Hospital
- ii. Edhi Foundation
- iii. Kashf Foundation
- iv. Akhuwat Foundation
- v. Make-A-Wish
- vi. Karavan
- vii. Seek Npo
- viii. Local Beggars and others

# EXTERNAL ENVIRONMENT

## ❖ COMPETITORS

*The key strength of the competitors are following:-*

- ◆ Big Team
- ◆ Strong Culture
- ◆ Big Network
- ◆ More resources

# EXTERNAL ENVIRONMENT

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## ❖ POLITICAL CONDITIONS

There is no clear-cut, comprehensive, or cohesive government policy on non-profit organizations in Pakistan. Policy documents talk about non-profit organizations (NPOs) in a piecemeal fashion. The overall posture of the national government towards the non-profit sector ranges from indifference to support for the type of organisations involved in social service delivery. In the case of NPOs engaged in advocacy, human rights and political education, government's posture ranges from indifference to hostility. Moreover, the overall macro-political environment plays an important role in shaping the government's attitude toward the non-profit sector. By and large, government policy towards the non-profit sector has lacked consistency. During the last decade or so, there seems to be a positive shift in the government's attitude particularly toward those NPOs which are involved in social service delivery. Some issues identified as crucial for the development of the non-profit sector include legal status of non-profit organizations, financial sustainability, lack of professionalization and training.

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# EXTERNAL ENVIRONMENT

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## ❖ ECONOMIC CONDITIONS

Economic Conditions of Pakistan especially for nonprofit organizations are not so good due to the high poverty rate and Corona pandemic, so because of all this, the buying power has been reduced. People are more focused to fulfill their basic needs and are less interested to get attached to Non-Profit Organizations. It is very tough to get more people involved for Non-Profit Organizations.

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# MAJOR ACTIVITIES



## Gift Distribution


by Spreading Smile Foundation & SEEK-NPO


Spreading Smile Foundation in collaboration with  
SEEK-NPO will be distributing EID Gifts in the  
children ward of Mayo Hospital Lahore on eid day.

Total Children: 50-75

Total Expense: Rs. 20,000/-



 seeknpo

 seeknpo

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spreadingsmilefoundation

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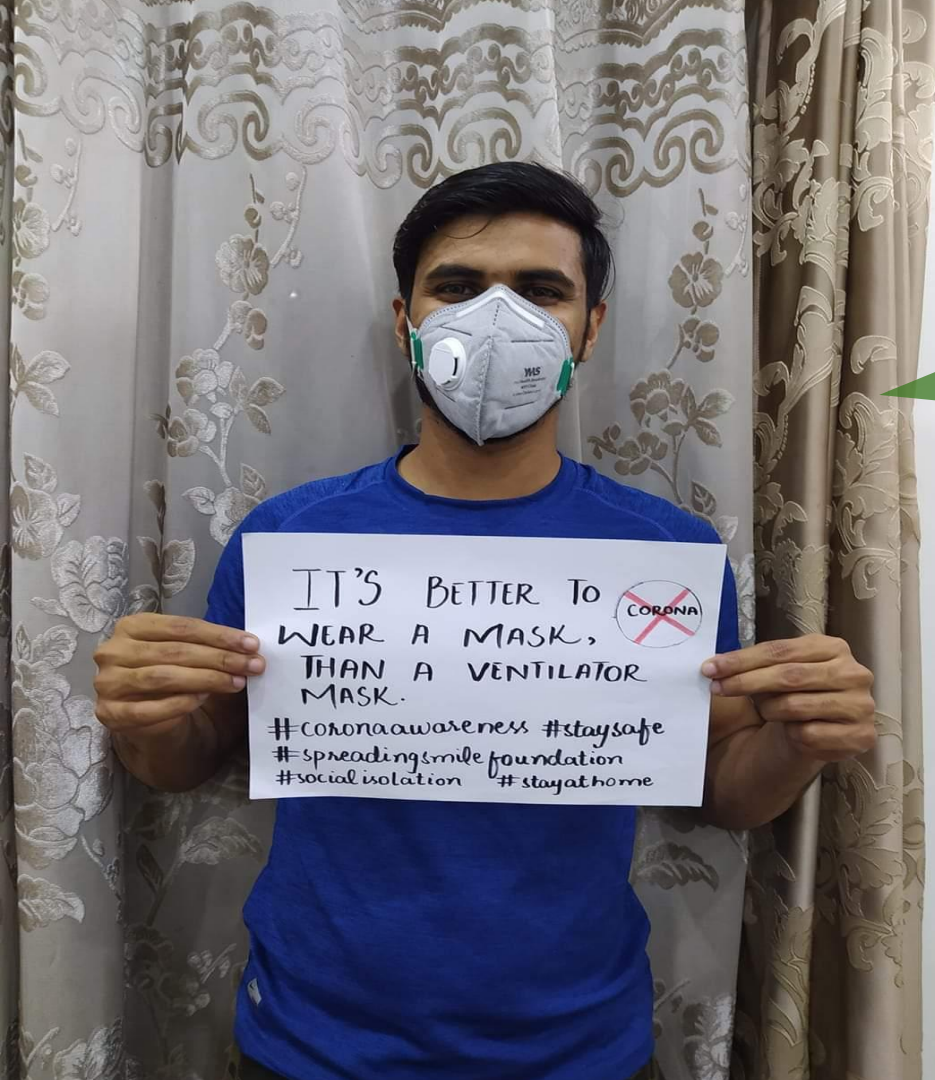


# MAJOR ACTIVITIES

*Eid gifts distribution in children's ward of Mayo hospital.*







*Corona Virus awareness campaign,  
in which we distributed face masks  
and hand sanitizer with the  
contribution of multiple Medical  
stores.*

# MAJOR ACTIVITIES

14th August celebration in "Mera Ghar Orphanage".





# MAJOR ACTIVITIES



## Winter Clothes Drive 2020

This winter join your hands with us and become our brand ambassador and

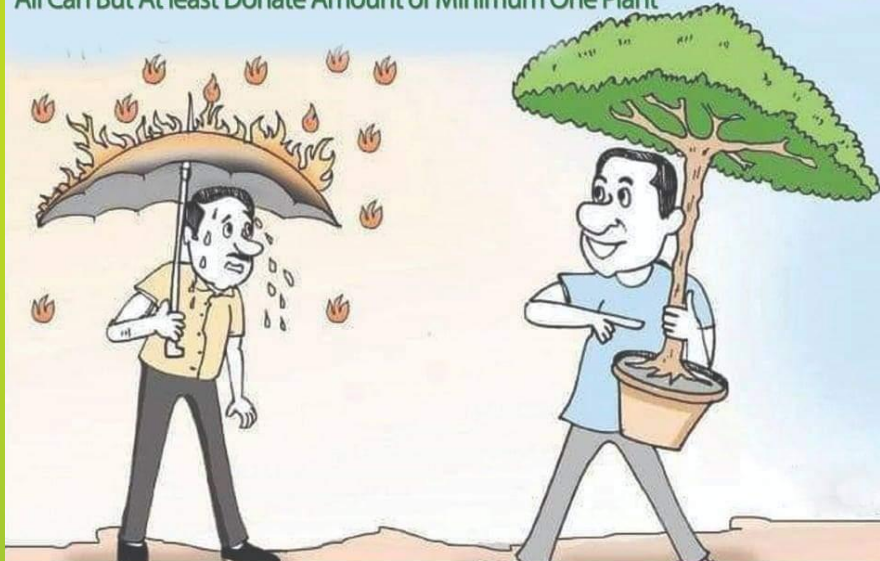
Don't let the poor ones suffer through cold breezes.

# MAJOR ACTIVITIES



#GROWGREEN

"Our Target is To Plant Minimum 100 Trees  
in Different Areas Of Lahore and Single Plant Costs Only 100 Rs.  
Kindly Donate As much as you.  
All Can But At least Donate Amount of Minimum One Plant"



Spreading Smile Foundation



@spreadingsmilefoundation



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# MAJOR ACTIVITIES

*Tree plantation drive in statelife house society Lahore, to minimize the smog in lahore.*



# MAJOR ACTIVITIES

