



**South Asian benchmark of FIGHTING DISCRIMINATION**

# Organization Profile





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*"Blessed are the merciful, for they will be shown mercy."*

*Jesus Christ*

*"You will not enter paradise until you have faith.*

*And you will not complete your faith until you love one another."*

*- Prophet Muhammed -*



## Executive Summary

Serving Humanity Foundation is a non political, non religious organized social entity established in the Eastern port town of Trincomalee, Sri Lanka to work in partnership with the ever excluded communities who are facing extreme disparities due to poverty and social instability. We believe that pragmatic change in the lives of people should come from within, where communities can make decisions that affect their life.

WE WANT TO CHANGE THE SOCIAL STRUCTURES OF EXTREME DISCRIMINATION BY WORKING WITH THE PEOPLE TOWARDS LASTING SOLUTIONS AND SEE THE PARADIGM SHIFT

FROM ISOLATION TO PARTICIPATION  
FROM UNAWARENESS TO UNDERSTANDING  
FROM HOPELESSNESS TO ENABILITY



## People

SHF was established by likeminded professionals and social activists who are committed to strive towards the goal of fighting discrimination. The team comprises of Teachers, social workers, lawyers, Journalists and professionals in the field of development.



## Type & Legal Status

SHF is a Voluntary service organization commonly known as civil society organization registered under the Voluntary service act no 31 of 1980 and a Guarantee LTD registered under the companies act no 7 of 2007 in the Democratic socialist republic of Sri Lanka.

The Organization was incorporated as a voluntary service organization in the year 2007 and as a Guarantee LTD in 2009.



## Vision

South Asian benchmark of FIGHTING DISCRIMINATION



## Mission

Connect.... Influence.... Enable



## Strategic benchmarks

SHFs prime objective is to see that the root causes of poverty and social Injustice is tackled through mobilization, knowledge sharing and enhancing resources for the ever excluded marginalized communities in Sri Lanka.

SHF clearly sees that the breakage of the social fabric is due to the anti social traits such as social discrimination, illiteracy, poverty and Social Injustice.

1. Knowledge sharing & education outreach
2. Promoting dialogues for cultural understanding
3. Working with the root causes of poverty & injustice

*"Injustice anywhere is threat to justice everywhere"*





## Knowledge sharing & education outreach

Over the time the Eastern province of Sri Lanka has been affected by disasters, fighting caused by the 30-year-old civil war and seasonal floods. The education status of the province was low ranked in comparing with the other provinces of Sri Lanka.

The infrastructure facilities of the rural schools are destructed due to the heavy fighting in the areas and most schools in the cluttered corners remain isolated from access to resources both infrastructure and materials for the Teaching learning process. Most of the children travel to school by bicycles or by walking many distance. Household poverty has also tremendously weakened the young children where most of the pupils are not fed with their breakfasts. Education human resources are yet another problem where there aren't sufficient teachers to the school.

The early childhood and primary education has been severely affected in these areas resulting in major school dropouts in secondary classes.

On the other side, its noted that most of the youth are not provided with skills for life, vocational trainings and economic education to sustain their lives. As a result, earnings for daily living becomes a threatening factor.

SHF wants to see that we work with those community groups to change the lives of many children and youth who have witnessed the uncertainties of the present.

Below mentioned are the key action directions that SHF will focus for another 3 years.

1. Supporting rural Preschools/Schools with adequate learning environments, materials and tools.
2. Setting up a scholarship fund for the education of girl children.
3. Vocational training and career guidance for youth.
4. ICT and language centers in the rural areas.
5. Establishment of rural resource centers for reading & learning.
6. Organize skill and knowledge sharing on economic literacy.
7. Art & cultural enhancement programs.



## Promoting dialogues for cultural understanding

SHF keeps Peaceful cohesion, mutual understanding and tolerance at the helm of its broader mission to fight discrimination and social instability.

We believe that inter cultural understanding amidst diverse socio ethnic and cultural groups will bridge the gaps between diverse communities and it opens the opportunity for greater partnerships and grass-root cohesion.

While peaceful cohesion and understanding among the communities are built up, the spirit of coexistence will enhance the communities and social groups to share the resources they thrive for. Its eminently People sharing their potentials with other people who deserve it.

Mutual resource sharing among the communities will help the people to respectfully work together for socio economic development and prosperity. To achieve this priorities SHF will concentrate on building transparent communities backed by effective rural governance practices.

SHF will work closely with its partners and community stakeholders on the below mentioned action areas

1. **Building participatory Governance & accountability.**
2. **Launch intercultural Art festivals and conferences.**
3. **Promote inter faith dialogues.**
4. **Organize knowledge sharing sessions for youth, women and community leaders on justice and reconciliation.**
5. **Build relationships with regional networks, organizations & state agencies.**
6. **Establish multi cultural Art & resource centers.**
7. **Workshop on participatory governance for rural leaders.**



## Working with the root causes of poverty & injustice

Too often, the public and policy-makers alike think of poverty as simply a lack of income. In reality, it is a multidimensional phenomenon encompassing a chronic lack of resources, capabilities, choices, security and power, all building on each other in a feedback loop of disadvantage. Therefore, eradicating extreme poverty requires tackling all these aspects, as well as improving access to basic goods such as housing, food, education, health services and water and sanitation. Access to justice plays a crucial role in all parts of this equation, as a fundamental human right in itself and also an essential tool for the protection and promotion of all other civil, cultural, economic political and social rights.

If people living in poverty do not have access to a remedy when their rights have been violated, or cannot proactively claim their rights and entitlements, then their exclusion, powerlessness and deprivation become entrenched.

To tackle these root causes SHF will concentrate on the following actions for the next 5 years

1. Establish a chain of rural community shops for the marginalized woman.
2. Rural agriculture and food security initiatives
3. Establishing women led community farms
4. Organize equal access to Justice awareness creation platforms.
5. Research and advocacy on Rural poverty and its implications.
6. Build the rural capacity for better health services.
7. Rural resources campaign
8. Establish a pro poor lending mechanism for emergencies.
9. Develop Rural development plans to enhance social infrastructure and resources.
10. Support communities with actions for disaster risk reduction.

*"Like slavery and apartheid, poverty is not natural. It is man-made and it can be overcome and eradicated by the actions of human beings."*

*Nelson Mandela.*





## Thematic focus

- Education Outreach
- Child wellbeing & protection
- Water, Sanitation & Health
- Participatory Governance & Democracy
- Disaster Risk Reduction and Climate change
- Women empowerment and Gender mainstreaming
- Rural agriculture development, entrepreneurships & livelihood



## Right holders

We focus more on Socio-economically excluded communities in the isolated townships of the North eastern province of Sri Lanka, where the communities have witnessed 3 decades of bloody civil unrest and the catastrophe of natural disasters.

Apart from the communities in the grassroots, we closely work with state agencies, policy makers, advocacy groups and right activists. We believe that community participation and community driven initiatives are the base for fighting poverty and discrimination so as the COMMUNITY takes center stage in any of our ventures for shifting the paradigm.



## Governance

SHF is governed by a board that comprises of 7 directors who are responsible for policy making and strategic directions of the organization. The Board of SHF is headed by the Chairman of SHF. The board meets quarterly and reviews the SHF programs as well as to make guiding directions on Multi annual strategic directions.

*"Anywhere I see suffering, that is where I want to be, doing what I can"*





## Management

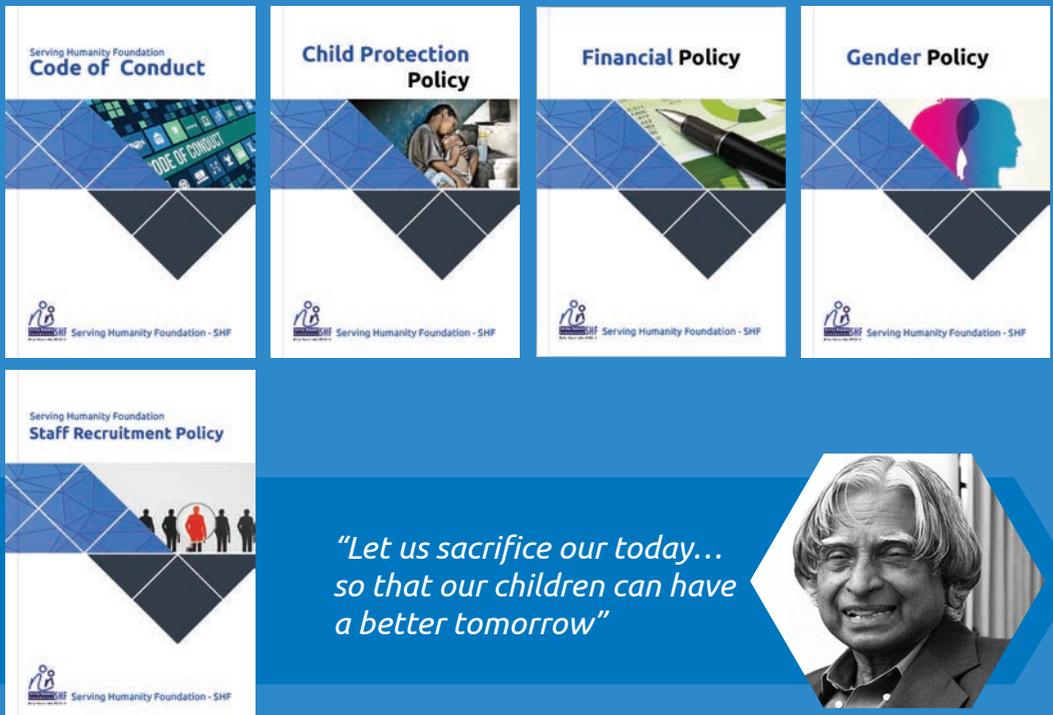
The Management of SHF is handled by the Executive council of the organization that comprises 6 members. The executive council is divided into 3 different components

1. Department of Mission guidance & Communication headed by the Mission Director assisted by the Communications secretary.
2. Department of strategic planning & Programs headed by the CEO assisted by the Program secretary.
3. SHF Secretariat headed by the Secretary General assisted by the Admin & finance officer.

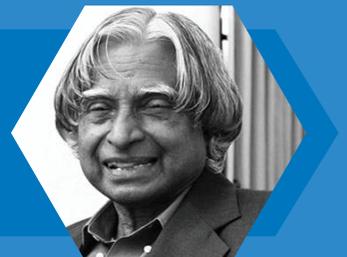


## Policy & publication

Since its establishment the SHF executive council has formulated 6 different policy guidelines to guide its mission for the people. They are presented to the board of SHF and approved. The policy guidelines will have periodic annual reviews together by the SHF board and executive council.



*"Let us sacrifice our today...  
so that our children can have  
a better tomorrow"*





## Financial portfolio

SHF implements its projects with the grants and funds made available from individual donors, well wishers and charity organizations world wide. SHF maintains separate bank accounts for each of the donor funding that increases maximum transparency and easy auditing practices. Since its inception in 2007 SHF has worked with nearly 5 donors with funds amounting 352,000 US\$.



## Approaches & strategies

We believe that the participation and engagement of communities in the grassroots are vital for any of our interventions. We also believe in broader stakeholdership which promotes active advocacy mechanisms to deal with issues that affect community lives. Following are our key approaches in working with the people and stakeholders

- Community mobilization and participation
- Orientation and awareness raising
- Capacity building
- Building dialogues and active engagement
- Networking and coalition building
- Advocacy & lobbying
- Review & Reflections
- Strategic partnerships



## Values & guiding principles

We focus more on the Values & guiding principles to make our initiatives more pragmatic and we always generate value based relationships to work with multiple stakeholders and the communities. They are.

- Non violence and Peaceful Co-existence**
- Participatory governance & Democracy**
- Transparency & Accountability**
- Respect to alternative views & openness**
- Non discrimination & equity**



## Monitoring & evaluation

SHF has developed a quality assurance framework for monitoring, reviewing and restructuring its programs and strategic benchmarks. In addition, the organization has its result frameworks for each and every projects. The project staff are trained on quality assurance & result based monitoring frameworks. SHF promotes Social-Audit mechanism to involve communities in the process of evaluating its interventions and to provide feedbacks that we strongly trust as COMMUNITY PERSPECTIVES.



## Financial audits

SHF has appointed external financial auditors to annually audit its overall financial portfolios.



## Training & development

SHF concentrates on the development of its Human resources and management systems far more important to lead its mission. SHF organizes periodic training programs and staff appraisal sessions to develop and motivate its team.



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## Sustainable Development Goals

We follow and take into consideration the international agendas & goals for sustainable development. We make it a policy to refer to any international agendas and standards while planning and implementing our initiatives within the community. We also train our staff and volunteer work force on this international agendas and standards.



## Memberships & Affiliations

*Member of*



*We are practicing*

**Core Humanitarian  
STANDARD**