



**Greet For Cause
Foundation**



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1. Introduction:

Greet for Cause Foundation (G4CF) is working in Pakistan since Dec 2014. It worked for 2 years as an entity of personal passion and a closely knit donors list. However in Oct 2016, Greet for Cause Foundation (G4CF) was formally registered under Societies Registration Act, XXI of 1860, under registration no. "KAR-056".

G4CF has offices in Tharparkar and Karachi.

Currently G4CF is supporting hundreds of families in Tharparkar, Sindh. These families are supported under a successful empowerment and sustainability bound pilot program.

G4CF has not limited its boundaries to a single location or province. Therefore, G4CF has conducted its various disaster reliefs, and poverty alleviation programs in southern Punjab, as well as supplied medicines and food in the province of Balochistan.

It is always good to know individuals and organizations with a soft corner for servicing humanity. Greet for Cause Foundation is a firm believer in Human Empowerment and Sustainability based Programs.

Therefore we have taken Sustainable Development Goals (SDGs) of Pakistan, and developed empowerment based initiatives for the under-served population. Within last one and half years 8 out of 10 families have been rehabilitated and they have started buying monthly ration through self-generated income.



2. Our Story:

Greet for Cause Foundation, was initiated in 2014, as a single persons' effort to reach out to far flung and remote location of Thar Desert and its extremely poor communities. All at an unfortunate time of hundreds of deaths, due to malnutrition of adults, and new born babies.

A hobby of professional photography, turned into publishing 'seasonal greeting cards' for corporate contacts. Thereby, using the money generated, into funding this humanitarian cause. Giving birth to the concept of 'selling greeting cards, for a humanitarian cause'; later shortened to "Greet for Cause".

As the initial survey of remote rural communities (and urban slums) was conducted, the results came with sad numbers. It was decided by a group of friends coming from diverse organizations (with national and international higher management backgrounds), to join together and enlist other personal donor contacts for this cause of welfare and charity.

An intensive Food Program and a Clean Water Program was initiated, to replenish the identified families. These families were encouraged to 'focus on earning', rather than worrying about shortage of food, and extreme malnutrition that their children were going thru.

Health camps were conducted under General Health Program with the help of sincere teams of doctors from various private and public hospitals. Medicines were provided for free, through pharma companies' CSR programs.

Hygiene and living conditions were exceptionally improved and sustained. And the families were asked to start sending their children into a temporarily set-up "kaccha" primary school, under the shade of tree branches. Now there are 2 "pakka" schools in Thar desert under our INITIATE Schooling Program.

At the same time, another important Women Empowerment and Health Program was initiated to empower the women, by training and development in vocational skills of knitting and sewing.

2 years forward, as the number of families increased under this pilot program, and donations were limited, we decided to formally register our efforts of 'bringing light of hope', to poor communities. Registering as "Greet for Cause Foundation" in October of 2016.

Today, hundreds of others have asked us to start the same program in other far flung villages in Sindh alone. Therefore, today we have decided to come forward with a request to you, to join us in our cause. And to help us, help them all over Pakistan, by all means possible.

3. Slogan

*Our slogan "**Bringing the Light of Hope**" is self explanatory, and encompasses the previous efforts and the ongoing efforts to give the ultra poor communities a chance at life and its beautiful side.*

4. Vision:

Mobilization of local communities by developing a sustainable model that encompasses their cultural values towards a healthy lifestyle, and ensures revenue generation through skills development.

5. Strategy:

- G4CF collaborates with government bodies, local & international NGOs, and other key welfare / aid agencies. Besides these, we draw strength from communities' active involvement in the research driven development process. This, through a participatory development approach & community-based interventions etc.
- G4CF responds to human sufferings in emergency and disastrous situations as a first response unit with its available resources all over Pakistan. We provide relief and rehabilitation services regardless of race, gender, ethnicity, class, location, religion, color, cultural diversity and social background.
- G4CF has the mandate to operate/manage and adopt any revenue generation activity, business, investment or projects to sponsor Greet for Cause Foundation's core mission.
- G4CF design and align almost all programs with Government policies & procedures, and Global Development Goals by UN. Therefore, poverty alleviation, gender empowerment, and climate change adaption are a few of the topics that are being addressed by us.



6. Philosophy:

G4C Foundation believes that networking, sharing of knowledge, resources and information is a key to success as for addressing the global Profile: G4C Foundation always tries to join all such forums and networks which directly link to its mission and objectives.

7. Objectives

- 1.** To be the first response unit in time of disaster and assist the government departments, rescue & aid agencies in times of any crises, organize disaster management training when and where required.
- 2.** To initiate development programs/projects to eliminate poverty and uplift the target communities. Bring prosperity by collaborating with the entrepreneurs, governmental, national/international organizations and philanthropists through natural resource management and capacity building.
- 3.** To complement the government efforts of educating the nation by establishing educational (formal & Non-formal) facilities, providing required support to deserving talented students, mentoring for character building and transfer of life skills into the students.
- 4.** To take need-based initiative for girls and women so that they should become contributing members of their families and ultimately play an effective role in nation building.
- 5.** To join hands with the government departments and other organizations to raise awareness among the community about climate and assistance in environmental conservation.
- 6.** To play role in promoting peace and harmony among different segments of society with belief that education and dialogue can contribute to the various dimensions of peacebuilding and by preparing all stakeholders for an imperative role.
- 7.** To work for meaningful participation of persons with disabilities in every part of life by promoting inclusive development and ensure that all amazing persons have equal access to education, healthcare services, employment and social protection among others.
- 8.** To conduct Social development activities and to provide assistance for ultra-poor and underprivileged segments of the society without any relevance or regard to politics, caste, creed, color, race, and religion.
- 9.** To unlock the youth potential by providing them career counseling, enhancing their capacity, engaging them in the development process and prepare them as a responsible & dignified citizen.
- 10.** To make the social good/impact visible by sharing useful information/knowledge, strengthening networking among social/development actors, connecting professionals & community groups and replicating success stories.
- 11.** To do research work, build the capacity and facilitate other social/development organizations, professionals and community groups to formulate policies for organizational development resulting in better service towards community development.
- 12.** To adapt itself and create awareness among other development organizations & stakeholders on global development agenda by government and UN.



8. Governance

G4C Foundation is governed by its Board of Directors (BoD) also called Executive Body. The Board is the key policy-making and governance body of the Foundation and works independently. It formulates and approves policies and organizational systems and evaluates the overall performance of G4C Foundation on a periodic basis.

The BoD consists of seven members and is headed by its Chairman. The chairman of the Foundations also acts as The Executive. The Executive Director is responsible for the overall management of the organization. The Executive Director is supported by the program managers and the team of coordinators/managers of different sections/programs of the foundation and they jointly form a management structure of the Foundation.

9. Legal Status

Greet for Cause Foundation (G4C Foundation) is a registered body under “The Societies Registration Act, 1860 (Act XXI of 1860) #KAR-056, of Government of Pakistan.

10. Accounts and Audit

G4C Foundation maintains its books of accounts on double entry system in computerized software in an auditable form. Foundation has developed various financial policies, systems, and formats which help it in the effective management of all its funds and maintaining a complete transparency in receipts and payments at all levels.

G4C Foundation gets its financial statements audited by the recognized chartered accountants firm having a regular satisfactory QCR rating from Institute of Chartered Accountants of Pakistan (ICAP) on the completion of projects or at the end of each financial year.

11. '8' Core Programs

Under the garb of SDGs, G4C Foundation has designed and implemented successfully 8 main programs. Each with sub-programs, according to specifics of need analysis under them.

i. Food Program – Rshan Ghar

For this program, Greet for Cause Foundation is currently focusing on food shortage severely hit Tharparkar district in Pakistan. Majority of Thari communities suffer from an acute shortage of water and food. Moreover, almost every family has suffered the loss of at least one child due to malnutrition and its associated diseases.

G4C Foundation is providing high fiber nutrition food to the deserving families under a joint sustainability program that combines yearly food supplies with skills development and/or livestock and agri development programs.



ii. School Education Program – Initiate

Education is the most vital part of every thriving society in the world. Greet for Cause Foundation, is working on strengthening the current education system by linking established institutes to nonexistent or ghost schools, and to provide them teaching staff, text books, and copies.

Under this project “INITIATE”, G4C Foundation has established 2 pakka schools in Tharparkar District, where girls and boys are getting primary schooling.



School Construction in Progress
(UC Sobiaro, Thesil Deplo, Tharparkar)

iii. Vocational Training and Skills Development Program – Activate

Under the project “ACTIVATE”, we have established Vocational Training Centers (VTCs) along with Primary Schools. These VTCs are catering to the skills development and training of females in the area.

The women and girl students gather here to hone their skills in sewing, stitching, and “menakari” designs.

These ACTIVATE centers, are supplied with sewing machines, fabric, string, and accessories, meant to empower the females of these remote villages to work from home and earn a decent living.



iv. General Health Program – Sehat Ghar

In Tharparkar cost of travel to nearest health facility is between USD 10 – 40 with the travel time of 2– 4 hours. Greet for Cause Foundation, is instrumental in providing basic health needs based on the data collected in our field visits.

Teams of doctors are taken to hold medical camps for general public in remote desert and far flung locations. OPDs are conducted, and free medicines are distributed accordingly.



v. Women Health and Empowerment Program – Nisa Ghar

Greet for Cause Foundation also holds women specific health camps, to screen any anomaly in their health and fitness, and to cater to its medical need. Women are screened for Iron deficiencies, HB, Diabetes, Hep-A, Hep-B, Skin disorders, Pregnancy related issues etc.

G4C Foundation has been able to screen and cater to health needs of more than 4000 females in Thar alone, since 2015.

Under the same program, hygiene and daily cleanliness is incentivized with enrollment in our sought after women empowering, “ACTIVATE” program. 88% of household in Tharparkar has zero monthly income.

Greet for Cause Foundation is providing earning opportunities to the women of these families by also providing them sewing machines. Due to this families have started earning atleast USD 30 per month.



vi. General Empowerment Program – Khush Hal Ghar

Under this program, G4C Foundation has been able to push the men to start working on “**Livestock**”, and “**Agriculture**” programs.

Livestock is one of the lifeline for Tharparkar and G4C Foundation is actively supporting the same. For this we have distributed livestock to the villagers, for breeding and shepherding, which is playing important role in their socioeconomic growth.

Agriculture has been the backbone of Pakistan, and the soil is very fertile here, no matter how far up the mountains or down to the desert we travel.

However, due to lack of water supplies, communal deep wells are the main source of water for households and livestock. In Thar desert, the water from these wells is mostly brackish. Average depth of well in Tharparkar is 300 ft. G4C Foundation, is working on environment friendly, low cost alternate solutions to start Agriculture in drought affected areas.



vii. Disaster Relief and Rehabilitation Program – Madad Ghar

During the earthquake relief efforts in 2015, G4C Foundation successfully distributed hundreds of warm **Clothing and Tents** of best quality Tarpaulin in four towns of Chitral.

During our efforts, the District Commissioner Chitral, Medical Superintendent DHQ, Nazim Chitral and few other dignitaries of the district were of utmost support.

Post relief distribution, G4C Foundation also distributed **Sewing Machines and Material** to identified families in Chitral, for their economic stability support.





viii. Water Relief Program – Aab e Hayat

Greet for Cause Foundation has successfully installed sweet water (drinking) and brackish (agri use) communal hand pumps for over 100 families at two of the villages facing LoC, at Jhangero, Odhano, Tharparkar.

We have also provided another village at baglihar with communal well, under sadqah from private donor. There is a need for more such communal wells and hand-pumped water bores to cover the 1.6 million and growing population of thar desert, and adjoining areas.



12. Partnerships & Collaborations



NayaPay



13. Appreciation

Pakistan Services Award – 2016



Microsoft Pakistan – Technology for Non-Profit Collaboration Appreciation 2017



14. Contact Us

Web	www.Greet4Cause.org
E-mail	Info@Greet4Cause.org
Social Media	www.facebook.com/greet4cause
Phone	+92-33-40-238-238 +92-33-50-238-238
Office	1 st Floor, Building 6-C, South Park Avenue, DHA, Phase 2 Ext. Karachi, Pakistan.

15. Donate to Greet for Cause Foundation

Dubai Islamic Bank Pakistan	Account title: Account: IBAN: Swift Code: Branch Code: Branch Name: Bank Address:	GREET FOR CAUSE FOUNDATION 0374006001 PK10DUIB0000000374006001 DUIBPKKA 054 NAZIMABAD Plot # 15, Row # 1, Sub block B, Nazimabad # 3, Karachi, Sindh, Pakistan
Meezan Bank Limited Pakistan	Account title: Account: IBAN: Swift Code: Branch Code: Branch Name: Bank Address:	GREET FOR CAUSE FOUNDATION 0102683847 PK96MEZN0001170102683847 MEZNPKKA 0117 U.P. MORE Plot # SA-6 (ST-8), 11-C-1, UP More, North Karachi, Karachi, Pakistan