

Set Them Free: End Bonded Labour Now

Implemented by **Samaritan's Fellowship Foundation**

1. Organizational Overview

Samaritan's Fellowship Foundation (SFFP) is a community development organization working to promote human dignity, social justice, and sustainable livelihoods for marginalized communities in Pakistan. We focus on practical interventions that help vulnerable families escape poverty, exploitation, and social injustice while rebuilding their lives with dignity. Our work emphasizes the protection of vulnerable individuals who are trapped in systems of exploitation through the sustainable livelihood skills development and creation of economic opportunities.

Our mission is Freedom, Justice, Equality, and (Social-Economic-Wellbeing) Empowerment for all. We speak for the freedom of our people from social differences, injustice, modern slavery, extremism, religious intolerance, persecution, and poverty.

With full transparency and accountability, every donation is used responsibly to create meaningful impact. Guided by compassion, integrity, and faith-based values, we work hand-in-hand with local communities to strengthen families, protect vulnerable individuals, and inspire hope.

Samaritan's Fellowship Foundation (SFFP) is formed with Securities and Exchange Commission of Pakistan under **Section 42 of the Companies Act, 2017** (Corporate Universal Identification No. 0097225), duly registered with the **Punjab Charity Commission**, and accredited by the **Pakistan Centre for Philanthropy**. All donations are eligible for **Tax Exemption**. National Tax Number: D959316. Trusted by donors nationwide, Samaritan's Fellowship continues to set high standards in charitable work and invites you to join us in transforming lives and building a better Pakistan.

2. Project Background

The **Set Them Free** initiative addresses the problem of bonded labour and economic exploitation affecting vulnerable families in Pakistan, particularly those working in brick kilns. Many of these workers are trapped in cycles of inherited debt, forcing them and their children to work under harsh and exploitative conditions for years. **In addition to bonded labour, poverty and lack of opportunities often pushes women and girls into highly vulnerable situations, including exploitative work environments.**

This project is not our first intervention in this area. We have already implemented this model in two villages where bonded labour families were successfully released from debt bondage and supported in rebuilding their lives. **The project beneficiaries are 70% women and girls and 30% adult children, and men.**

The transformation observed in those communities has encouraged us to expand this initiative so that more families can regain their freedom and dignity.

Photographs and documentation from these earlier interventions are attached as evidence of the project's real-life impact.



3. Project Goal

Freedom & Independence through Livelihood Skills & Entrepreneurship

The goal of the **Set Them Free** project is to end bonded labour and exploitation by helping vulnerable families regain their freedom and establish sustainable livelihoods that allow them to live independently with dignity.

4. Project Model – Three Phase Approach

Phase 1: Debt Relief and Freedom: The first step is identifying families trapped in debt bondage. The project works to pay off outstanding debts so families can leave exploitative work environments and regain their freedom. This step breaks the cycle of forced labour and allows families to rebuild their lives.

Phase 2: Livelihood Training and Skills Development: Once families are free, adults participate in livelihood training programs. Training is delivered in batches and focuses on practical skills that allow beneficiaries to generate income independently.

A major focus of the project is empowering women and girls through safe, home-based economic opportunities. Men typically establish small street businesses such as shops, juice stalls, barber shops, or repair services. Women often prefer home-based livelihoods that allow them to stay close to their families while earning income.

Below are examples of livelihood opportunities supported by the project:

Livelihood Opportunities for Men	Livelihood Opportunities for Women
Small grocery shops	Tailoring and clothing repair
Fruit and vegetable carts	Laundry services
Juice stalls	Home-based food preparation
Barber shops	Handmade soap production
Electrical repair work	Handmade candles
Plumbing services	Decorative crafts and gift items
Street food stalls	Handmade greeting cards
Small repair workshops	Recycled material crafts

Whenever possible, these products are made using **recycled materials**, which not only reduces production costs but also promotes environmental sustainability. This model creates safer and more stable households while strengthening the role of women in the family's economic development. Besides this, home-based work also provides several important benefits:

- Women can earn income without leaving their homes
- Transportation costs are reduced
- Risk of harassment or unsafe travel is minimized
- Women gain financial independence while maintaining family responsibilities

Phase 3: Market Access and Income Generation

Small Business Support and Market Access (Training & Guidance)

After completing the sustainable livelihood skills training, project beneficiaries receive support to start their own income-generating activities and move toward economic independence. Men typically establish small shops or street businesses such as grocery stalls, fruit carts, juice corners, barber shops, or repair services. Women usually start home-based enterprises where they produce handmade items such as soaps, candles, decorative crafts, greeting cards, and small gift products.

Interest-free Loans

To help beneficiaries launch their businesses, Samaritan's Fellowship Foundation provides small **interest-free loans** so they can purchase essential items required for their work. Men often use this support to arrange shop supplies, advance rent, carts, bicycles, tools, machinery, or other equipment needed to start their businesses. Women beneficiaries commonly use these funds to purchase raw materials, packaging materials, and small production tools for their home-based enterprises.



Beneficiaries are given a **six-month grace period** before the first instalment is due, allowing them sufficient time to establish their work and begin earning income. Once their businesses are running, they gradually repay the loan through manageable monthly instalments. The returned funds are then reinvested to support the next group of families, creating a **revolving support system** that continues to expand the project's impact.

Online Marketplace

To ensure that these businesses generate real and sustainable income, the project also supports beneficiaries in accessing markets. Samaritan's Fellowship helps connect their products to buyers through social media platforms, fair-trade outlets, and a dedicated online marketplace available on our website: <https://sffp.org.pk/shop>

Products are presented with a social message that helps buyers understand the story behind the items and the families who create them from their homes, allowing supporters to directly contribute to rebuilding lives with dignity. Products are listed with a social message to educate buyers about their products and who's actually making these sitting in small houses. This approach helps families achieve long-term economic independence, reach a wider audience, and generate consistent income from their work.

Shop with a Purpose — Every Purchase Empowers a Family

Every product you see here is made by hands that carry responsibility — a mother supporting her children, a father rebuilding after hardship, a young girl determined to continue her education.

In communities where income is uncertain, your purchase keeps the kitchen fire burning, pays school fees, and protects families from debt and exploitation.

When you choose to buy or donate through a product, you stand beside a family striving to survive with dignity. **Make Your Purchase Matter!**

Below is a screenshot from the Samaritan's Fellowship website, showcasing products created by the project's beneficiaries— women rescued from brick kiln labour and former sex work industries.

info@effp.org.pk Samaritan's Fellowship Foundation Empowerment Beyond Aid — Advancing Freedom and Rights

About Issues What we do Media Gifts Shop

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5. Lasting Impact (Transformed Lives)

The **Set Them Free** project aims to create long-term transformation for vulnerable families.

Expected outcomes include:

- Families released from bonded labour and exploitation
- Small businesses established for sustainable income
- Women gaining financial independence
- Children returning to school instead of labour
- Reduced risk of families returning to debt bondage
- Safer and more stable households

6. Sustainability

The sustainability of this project lies in its focus on **livelihood development rather than temporary aid**. By equipping families with practical skills, business support, and market access, beneficiaries can generate their own income and maintain financial independence long after the project support ends.

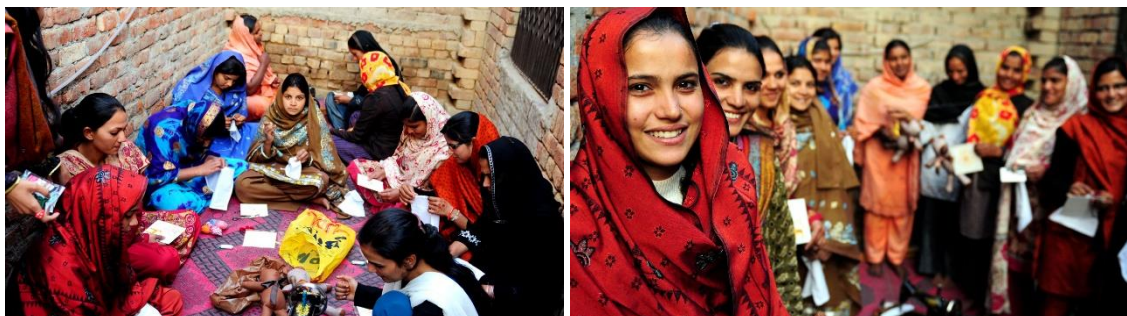
7. Evidence and Documentation

Photographs and documentation from previously implemented interventions are attached to demonstrate the real-life transformation achieved through this model.

From the worst situation to



Transformed lives



These images show:

- Families released from bonded labour
- Training sessions and skill development activities
- Women producing handmade products
- Small businesses established by beneficiaries

8. Learn More

For more information about the project, please visit:

Project Page: <https://sffp.org.pk/set-them-free>

Marketplace: <https://sffp.org.pk/shop>

Or write to us: SamaritansFellowship@gmail.com