

BEHBUD BULLETIN

Issue 1

Summer 2018



*Bushra Kausar Pervaiz
President
Behbud Association Karachi*

A Message From the President

Behbud has been working for more than 47 years to uplift communities by empowering underprivileged women and children. Over this time, Behbud has quietly created a huge impact in the lives of millions. This has only been possible due to one critical strength – Behbud’s dynamic and dedicated volunteers. All Behbud’s achievements to date are a product of the hard work and cooperation of their teamwork at Behbud.

Behbud members work daily to keep the organization moving forward and becoming better. It is all in a day’s work for them whether they are signing an MOU with NLC to ensure a consistent water supply to our premises, or undertaking the mammoth task of carrying out a fixed assets inventory.

This year our focus has been on building sustainability for Behbud by developing our fund-raising capabilities, institutionalizing systems and processes and starting to develop a 3-year strategy. We have also greatly expanded our reach by deploying digital media and promoting Behbud events on Facebook, Twitter, Instagram and WhatsApp. This generates awareness about Behbud amongst a new and younger set of donors and friends.

I would like to take this opportunity to thank the Executive Committee, Behbud members and Behbud staff for their commitment to our mission. My sincere thanks also go to all the generous donors who have supported and trusted Behbud in the past and hope that they will continue to do so in the future.

Strategy Meeting

Behbud has remained effective by evolving with changing times. To contend with the challenges of this digital age and forge ahead in the current climate, the Behbud Executive Committee attended a Strategy Meeting led by Rumman Ahmed (a seasoned strategy facilitator who works with big corporations) and Shazina Masud in January, 2018.

Mission

To uplift and empower communities by providing quality education, affordable health services and income generation opportunities.

Vision

Educated, healthy and empowered individuals with access to equal opportunities in society.

Behbud partners with i-Care

An MOU was signed between Behbud Association Karachi and i-Care, on May 28, 2018. This partnership will help to get donations to Behbud from the USA. The donations will come in seamlessly from the US and i-Care will provide a tax exemption certificate to the US donors. Friends of Behbud residing in the USA can donate through i-Care: Paypal, cheque or remittance.

It is mandatory to fill in the ‘Donor Advisory Form’ on the i-Care website. On the form you must select ‘**Behbud Association Karachi**’ under the ‘**Name of Charity**’. The direct link for i-Care and detailed instructions are found on the donate page of our website:

<http://behbudkarachi.org.pk/donate/>

Behbud Is Now PCP Certified!

On May 10, 2018, Behbud Association Karachi achieved yet another milestone and was awarded certification of “NPO Seal of Good Practices” by the Pakistan Centre for Philanthropy (PCP). Earlier this year, a team from PCP visited our head office and conducted a detailed evaluation on standardized parameters of internal governance, financial management and program delivery. Based on their evaluation of Behbud’s transparency, accountability and good governance, the PCP committee certified Behbud. With PCP certification in hand, Behbud can now hope to create new partnerships with the CSR departments of big corporations.

Annual Beneficiaries (212,231)



Education
5,317



Health
203,029



Livelihood
3,580



Helping Hands
305



Behbud Spring Fiesta 2018 – Behbud’s Annual Fundraiser

A colorful Spring Fiesta was organized by Behbud Association, Karachi on March 3rd at the Sunset Club, Phase 2 Ext. DHA. There were stalls showcasing Behbud’s own products, produced by women trained by Behbud vocational centers. They included clothing, table linen, leather items, plants and baked goods. Other stall holders also displayed their wares for sale—shoes, clothing, jewelry, crafts and much more. A top notch Food Court did a brisk business while the Kids’ Area was going full swing. There were crafts, balloons, story-telling, magic shows, fun competitions, pool & boats and trampoline for Behbud’s young patrons.

To support us, celebrities such as Marina Khan, Hina Bayat, Nadia Hussain, Khushbakht Shujaat, Shahzad Sheikh and YBQ attended the event. The Spring Fiesta had a whopping 167 stalls in total, a record breaking attendance of almost 10,000 people and lots of fun.

The event was promoted extensively on social media and had celebrity endorsements by Bushra Ansari, Chef Shai, Ainy Jaffry and Shahnaz Ramzi. There were adverts and giveaways on FM91, our radio partner, as well as scrolls on TV1. We would like to thank Helium, our activation partner, for extending their services and helping us at every step.

Free Computer Training

40 Behbud Education System students who have cleared Matric exams are receiving a computer training certificate course thanks to an anonymous donor. This is to ensure they have the tools for employment and to further their education.



The PSO CSR Trust Helps Behbud

We are pleased to announce that on the 21st of March 2018, there was a signing of an MOU between Behbud and PSO. The grant is being utilized towards repair and maintenance, science lab renovation, the establishment of a computer lab and other running expenditures of Behbud Secondary Kalapul School. With the help of PSO, Behbud will continue to provide quality education to the underprivileged.



Imran ul Haque, the MD and CEO of Pakistan State Oil along with his key staff, Imran Rana, Aisha Rashid and Ali Gohar and members of Behbud’s Executive Committee and Behbud School staff.

CTALC: The Mission Is Complete.

In the year 2002, Infaq Foundation approached Behbud Association, Karachi to ask for help since Infaq was impressed by Behbud’s organizational skills. Infaq had acquired a large tract of land in Korangi and Behbud was asked to set up a Craft Training and Literacy Center (CTALC) there and to run it.

The Center was established and run expertly by our very own Zehra Masrur and Nadira Sohail. As time passed the Center extended to include sewing and embroidery classes, mehndi classes, grooming classes and of course Literacy classes. Almost 4400 girls have graduated from CTALC since its inception. On June 29th 2018, CTALC was handed back to Infaq Foundation.

The development of this institution and the orderly transfer of authority to Infaq has been another feather in Behbud’s cap. We wish CTALC all the success in the future.

Behbud Success Story : TB is curable!

Kanwal, a young vibrant woman, visited the Mehmoodabad Behbud TB clinic near her home. She complained of reddish colored nodules and ulceration on both feet. She had been to different GPs and had completed many treatment courses but her symptoms persisted. The family finances had been drained, Kanwal felt hopeless and defeated. Her visit to the Behbud TB clinic was her last hope.

Due to the severe infection and the nodules on her feet, it was very painful for her to wear shoes or sandals. Kanwal worked to support her household and it had become nearly impossible for her to go to her job. The impact on her family was devastating.

With the consultation of a skin specialist, she was diagnosed with skin TB. Immediately she was given anti-tuberculosis drugs at the Behbud TB clinic. After a few months of constant and correct treatment, the infected nodules started healing and she was able to walk and resume her daily routine. Kanwal is healthy and earning again and her family life has returned to normal.

25 Years of Empowering Through Education

The Silver Jubilee of Behbud Education System in Shirin Jinnah colony was celebrated on January 28th, 2018. For the last 25 years, Behbud has been educating girls and boys who come from the kachi abadi around the Clifton Complex. Speeches were made highlighting the challenges that were faced in the beginning and the subsequent success. A science fair was also a part of the event.



BES students on stage during the Silver Jubilee Ceremony at the Clifton Complex.

A Post-Earth Day Celebration

A function was held at the Auditorium of the Clifton Complex on May 4th, 2018. Our chief guests were Dr. Arif Alvi (MNA) and the renowned horticulturist, Ms. Itrat Haseeb.

Ms. Itrat Haseeb made a presentation about the importance and benefits of plants. Mr Alvi gifted 320 plants to the Behbud School Clifton Complex and held a Neem tree planting ceremony on the premises.



Ms. Itrat and the Behbud Girl's School Principal (Clifton), Ms. Shahina



Dr. Alvi with the Behbud Boys School Principal (Clifton), Mr. Rais and students.

Ramadan Campaign



Behbud is grateful to Adcom for providing us with the superb 2018 Zakat Campaign Creatives. We had Zakat billboards displayed on I.I. Chundrigar Road during the month of Ramadan courtesy of Unilever. Behbud Zakat standees were placed at 20 branches of Meezan Bank and at Bank al Islami. Behbud partnered with Unilever and Yayvo on social media fundraiser campaigns. There were 9000 Zakat flyers distributed by Karachi Gymkhana. FM91 and TV1 provided us with TV/Radio endorsements during the month of Ramadan. We thank everyone who helped us during our campaign.

Behbud Girls Intermediate College

On April 23, 2018, The School Education & Literacy Department of the Government of Sindh granted Behbud Association Karachi an approval and registration to run an Intermediate College for Pre-Medical and Commerce.

For some years it had been the dream of Behbud Association, Karachi, to start a college at Clifton Complex. After Matric, many of our brilliant girl students used to stop studying because of parental reservations about sending them to unknown institutions, far from home. The same parents were ready to allow the girls to continue their education if there were a college in the Behbud Clifton Complex.

Now, without a wasted moment, Behbud is proud to announce that the Behbud Girls Intermediate College will open its doors in August 2018 at the Clifton Complex. College admissions are already in progress.



Glimpses of Behbud



Renowned educationist Mr. Mohammed Sadiq facilitated the students towards their career pathway arranged by our Learning Resource Center.



Tots to Teens was a hive of activity trying to maintain a steady supply of children's clothes to our outlet, Behbud Creations. In the month of Ramadan we had superb sales and beat all of our previous sale records.



Behbud Association Karachi had a 12 week cooking class which started in January 2018 taught by a cooking expert, Azra Syed. The ladies learned how to make desserts, chicken dishes, rice dishes and other items.



Shama Javed, a renowned beautician, demonstrated evening makeup application at the Grooming Center Certificate Distribution Ceremony

GIVE TO BEHBUD NOW. HELP US EMPOWER WOMEN AND CHILDREN

Sponsorship Details

Sponsor a Primary School	Rs. 3,500,000
Sponsor a Secondary School	Rs. 7,000,000
Sponsor a Teacher Training Program	Rs. 300,000
Sponsor a student of Computer Course	Rs. 30,000
Sponsor a child in a Behbud School	Rs. 18,000
Sponsor a Literacy Student	Rs. 5,000
Sponsor a student of Industrial Home	Rs. 8,000
Sponsor a student of Beautician Course	Rs. 25,000
Sponsor a TB patient	Rs. 120,000
Sponsor a Diabetes patient	Rs. 20,000
Higher Education Sponsorship	Rs. 40,000



All donations to Behbud Association Karachi are exempt from income tax under section 2(36) (c) of Income Tax Ordinance 2001.

Behbud Association Karachi is PCP Certified and fully Shariah compliant.

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Kehkashan Clifton 75600
Tel: 021-35820663/5

Behbud Creations
6th Zamzama Commercial Lane
Phase 5, DHA, Karachi
Tel: 021-35875490

Mehmoodabad Center
SS-25, Mehmoodabad Road
1st floor Phase 1
DHA Karachi
Tel: 021- 35383552, 35418841

For Donations: Faysal Bank

Account Name: Behbud Association Karachi

IBAN NO: PK90FAYS0001652003678149

Swift Code: FAYSPKKA

Currency Pak Rupee

Bank: Faysal Bank Limited

Green Belt Branch-Karachi

For Zakat: Meezan Bank

Account Name: Behbud Association Karachi

IBAN NO: PK45MEZN0001210100009891

Swift Code: MEZNPCKA

Currency Pak Rupee

Bank: Meezan Bank Limited

Bilawal Chowk Branch-Karachi

For USA donors:

Please visit our website and follow the directions to donate through i-Care:

<http://behbudkarachi.org.pk/donate>

*When donating online, please email us at info@behbudkarachi.org.pk for a receipt

#BANO ZARIYA

KISI KI ZINDAGI BADALNAY KA