



**Family  
Educational  
Services  
Foundation**

# ANNUAL REPORT 2011 - 2012

Caring for today – investing in tomorrow



## About Us

Family Educational Services Foundation (FESF) is a non-profit educational organization established in Pakistan in 1984, registered and tax-exempted under SECP guidelines.

FESF is committed to enhancing the quality of life, education, and training for all members of the community, especially those who are disadvantaged.

**Deaf Reach Schools and Training Centers** offer academic and vocational skills training for deaf children (KG–10) in an enabling environment where students can excel. Additionally, young deaf adults master literacy and marketable skills leading to employment.

**MOVE Program** (Motivated Volunteer Empowerment) focuses on soft skills training in leadership and volunteerism, empowering the participants to make a positive impact in the community.

**Community Services** provide social uplift and assistance to improve the quality of life for those less fortunate due to disability or other hardship.

**Eduserve Training Program** builds capacity in educational organizations by training teachers, administrators and parents, focusing on the needs of both mainstream and special needs children.



## New School Campuses

- **Nawabshah:** Deaf Reach has established the first school for the Deaf in this area. We are grateful to the Planning and Development Dept. Government of Sindh for the funding and to Sindh TEVTA for the building which has capacity for 360 students.
- **Karachi, Gulistan e Jauhar:** Our appreciation to Sindh TEVTA for granting a large school building and grounds with capacity for 250 students.
- **Hyderabad:** Sincere thanks to ZVM Rangoonwala Trust for providing a spacious school campus with capacity for 275 students.





# Deaf Reach Schools and Training Centers

Karachi | Hyderabad | Sukkur | Nawabshah | Lahore

## Did you know?

- 9 million people in Pakistan are estimated to suffer some form of hearing loss (5% of population).
- 1.5 million children in Pakistan are considered to be profoundly deaf, yet less than 2% attend school.
- A deaf person's 'native tongue' is sign language, which is not universal, but different in every country.
- Pakistan Sign Language (PSL) is not well documented, and learning resources are not readily available.

## The Deaf Reach Schools Program

- 765 deaf students attend Deaf Reach schools; 45% are female.
- 98% of students are on full scholarships.
- In addition to academics, students are taught marketable skills, IT, art and drama.
- The Parents Training Program enables parents to communicate with their children in PSL.
- Deaf Reach is the only branch network of schools for the Deaf reaching out into rural areas.

## Marketable Skills Training

- Students ages 12 and above received training in the following skills.
  - IT
  - Sewing
  - Arts and Crafts
  - Embroidery
  - Culinary Arts
  - Tailoring
- Our thanks to Asian Institute of Fashion Design (AIFD) for awarding seven complimentary admissions. The newly learned skills are being shared with all Deaf Reach branches via in-house training programs.
- Chef Philippe of the Sheraton Hotel in Karachi taught monthly cooking classes which culminated in an awards ceremony at the hotel, and lunch at the Chef's table.



## First Matric Exam Candidates

The first batch of Deaf Reach students sat for the 9th grade matric examinations in July. We are proud of our candidates who received A+ and A in all their core subjects. Great job!



- External professional trainers volunteered their expertise throughout the year to teach the students a wide range of skills.





## First International Branch Adana, Turkey

- Deaf Reach Adana was launched in partnership with Anything for a Smile Foundation (AFAS), Turkey. Prior to implementing the program, AFAS personnel attended a one month training course in Karachi.
- The Adana center establishes a model to meet the great need for Deaf education in southern Turkey.



*"If we view the Deaf community not as a disability group, but as a minority culture that simply speaks another language (sign language), our perception changes. We then realize that to succeed the Deaf simply need empowerment through education – the same opportunity that is everyone's right."*

— Richard Geary, founder of the Deaf Reach program

## Financial Inclusion

- 240 young deaf adults received skills training and literacy classes in collaboration with the Benazir Bhutto Shaheed Youth Development Program (BBSYDP). Of these, 55% of attendees were employed upon completion of the course.
- 337 deaf people were placed in jobs in the past three years in a variety of companies including: DHL, Allied Caterpillar, Sheraton, UBL Bank, KFC, Engro, Continental Biscuits, Alfalah Bank, and numerous other SME organizations.



KFC Restaurants

## Professional Teachers Development Program

- Deaf Reach Schools employ 86 teachers, 60% of whom are deaf.
- Both deaf and hearing members comprise the management teams responsible for each school.
- Training was ongoing throughout the year in each school, supplemented by quarterly workshops held at the Karachi campus for all teachers to help them gain hands-on experience.
- FESF received a financial grant enabling all teachers to obtain laptops. This use of technology has improved classroom instruction and enabled teachers to telecom in sign language.



Sheraton Hotel and Towers



Allied Caterpillar

## Deaf Reach Rashidabad – Tando Allahyar, Sindh



## First Custom-built Campus

500 Deaf children in central Sindh will have access to quality education

Spread over 100 acres, the model city of Rashidabad is home to schools, hospitals, training centers, residence units and more – all in service of the local villages within a 75 km radius. This ‘green sanctuary’ was developed by the Rashid Memorial Welfare Organization (RMWO) in memory of Flight Lt. Rashid Ahmed Khan Shaheed. It encompasses all four elements of a sustainable society: education, health, environment and socio-economics.

Rashidabad will soon be home to the first custom-built Deaf Reach campus. The land and buildings have been donated by RMWO, and the two acre campus will be set up and operated by Family Educational Services Foundation.

With over 20 classrooms, vocational training labs, and residences, the vision of creating a center of excellence for Deaf Education will be realized. It will serve the rural population of central and southern Sindh, as well as teachers, trainers and researchers countrywide.

<b>Capacity:</b>	Over 500 students
<b>Area:</b>	51,000 square feet on two acres
<b>Land and Construction:</b>	Donated by RMWO
<b>Completion Date:</b>	June 2013



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## INCOME AND EXPENDITURES STATEMENT

<b>Income:</b>	<b>2012</b> Rupees	<b>2011</b> Rupees	<b>2010</b> Rupees
Donations in cash	93,889,089	62,430,420	34,337,832
Donations in kind	2,160,290	2,688,390	1,154,775
Markup income on fixed deposit	2,719,394	3,035,643	2,777,089
Other income	1,170,107	1,285,621	345,521
	99,938,880	69,440,074	38,655,216
<b>Expenditure:</b>			
Student benefits	6,416,400	6,306,247	901,871
Utilities and hospitality	3,202,924	3,325,432	2,849,509
Salaries and other benefits	26,394,432	18,745,119	14,456,620
Transportation and maintenance	13,933,980	15,223,742	6,873,576
Operational expenses	19,817,617	17,564,775	10,707,963
Insurance	476,843	513,295	614,918
Events, functions and fundraisers	1,800,573	1,140,083	-
Community service	5,754,835	3,638,339	-
Distribution of donations in kind	1,155,202	1,675,890	1,154,775
	78,952,806	68,132,922	37,559,232
<b>Excess of income over expenditure</b>	20,986,074	1,307,152	1,095,984
<b>Upcoming project designated funds:</b>			
Nawabshah project	(10,618,100)	-	-
Rahsidabad project	(9,036,759)	-	-
	(19,654,859)	-	-
<b>Surplus for the year</b>	1,331,215	1,307,152	1,095,984

**AUDITORS :**

Haroon Zakaria & Company  
Chartered Accountants

Room 211, 2nd Floor Progressive Plaza  
Beaumont Road, Karachi - Pakistan





## Motivated Volunteer Empowerment

The MOVE program focuses on soft skills training in leadership and volunteerism, empowering participants to make a positive impact in the community.

- 11 courses comprising 77 workshops were conducted for high school and university students in Karachi, Hyderabad and Sukkur.
- The program was held at Lyceum, St. Joseph's, Beaconhouse Hyderabad, IBA Sukkur, and other locations.
- 23 community projects were implemented, impacting 13,285 beneficiaries.
- MOVE courses in Karachi were sponsored by HSBC Bank Middle East Ltd.; MOVE courses in Hyderabad and Sukkur by National Bank of Pakistan.



## Community projects implemented:

- **Flood Relief:** Food, blankets, medicines and clothing bought and distributed to 40 flood-affected families in Jati.
- **Environmental Uplift and Awareness Campaign:** Mangroves planted at WWF Wetland Center, trees planted at Civil Hospital Sukkur, cleanup at Clifton Beach.
- **Health:** Medical camp in Sukkur for 300 low income families, play therapy at NICH, Fatimid Foundation and Indus Hospital.
- **Education:** Literacy classes for street children in Saddar, and for orphan girls at Providence Home.
- **Geriatric Care:** Games, crafts and activities organized, and clothing provided to St. Vincent's Home for the Elderly.
- **Microfinance:** Mobile stalls and sewing machines given to men and women in Sukkur for ten cottage businesses.
- **Renovation:** Funds raised for painting, lighting, fans and water filter for Abdullah Shah Ghazi School.



## Feedback from participants

*"A fantastic course! It gave me understanding of how we can do something for others."*

Waqar Hussain, IBA Sukkur

*"The MOVE program enlightens youth with values which have been forgotten... and teaches us to work for the betterment of society."*

Volunteer, St. Joseph's School

*"The (flood-affected) people in Jati did not have even the basic necessities of life. I am honored I had the opportunity to do something for these people."*

Syed Ahmad Naqvi, Lyceum School



## Children's Benefit Concert 2012

- The 12th annual concert was held on February 29th at the PAF Museum grounds. The main sponsor was National Bank of Pakistan, with co-sponsors Lotte Pakistan PTA, OBS Pharma, Standard Chartered Bank, and Medinostic.



- 4,500 underprivileged and special needs children from 46 institutions and schools in Karachi were the VIP guests.
- Faakhir, Saleem Javed, and Heartbeat entertained the children in a three hour live show which included a guest appearance by former cricket team captain, Moin Khan.
- 130 volunteers trained under the MOVE program served snacks, drinks, ice-cream, and a gift bag to each child.



## FESF Summer Camp

- The 14th annual two-week "Creative Caravan Summer Camp" was held in June for 135 deaf children.
- The camp focused on three overarching themes: drama, crafts and literary creativity.



- 35 MOVE volunteers planned, organized and implemented the camp activities including an excursion to Green Fingers Nursery run by deaf and blind adults.
- A closing awards ceremony was held at Rangoonwala Hall, highlighted by a beautiful rendition of Sign Language poetry.





## Ali's Story

“My name is Ali. Can you help me find a job?” was the question posed by the bespectacled, somewhat insecure young deaf man when he walked into FESF’s first Deaf Reach Training Center in Saddar, Karachi in 1999. Recognizing his potential, he was hired as one of Deaf Reach’s first teachers.

Fast-forward to 2012, and “Sir” Ali can be found in his hometown of Sukkur as the first and only deaf principal of a school for the Deaf in Pakistan. Ali is responsible for the care, education and welfare of the 300 deaf students that daily attend the school. In addition, he is a member of the management team that oversees the six Deaf Reach schools, and was instrumental in starting the branches in Hyderabad and Nawabshah.

It hasn’t always been smooth sailing. Ali says, “My early education was a struggle. When I was growing up, there was no concept of deaf school or deaf education. I went to a hearing school, and had to teach myself. ” Ali’s commitment to improving education for the Deaf is evident in the statement recently made by one of his students, “I went to many computer schools but I could never learn much. I could never understand the teachers. But Mr. Ali makes it so easy for me to understand!”



Today Ali is married and a father to three beautiful children. (His wife is also deaf and a teacher at Deaf Reach.) His story is a vivid illustration of how one changed life can cause a ripple effect and become a catalyst for change in our society. It is proof that commitment, passion and a never-say-die attitude truly can make a difference.

### How you can help

By investing in our programs, you can make a positive lasting impact in the lives of those who most need and will benefit from your support.

All donations and Zakat are tax exempted and may be given as follows:

- Cross Cheque**                      Family Educational Services Foundation
- Direct Deposit**                      Family Educational Services Foundation  
 Account #01-2412802-01 (PKR / USD / EUR)  
 Standard Chartered Bank  
 Clifton Branch, Boat Basin  
 Karachi, Pakistan  
 Swift Code: SCBLPKKXXXX
- Donors in USA**                      Donate via I-Care America Foundation, a USA based tax exempt 501(c)(3) org.  
[www.i-care-america.org/informationdonations.html](http://www.i-care-america.org/informationdonations.html)  
*Please add note: Designated for FESF, Pakistan*
- Donors in UAE**                      Donate via Action Care  
 Account # 2157369 IBAN: AE95019000000002157369 Swift Code: BARCAEAD  
 Barclays Bank PLC, Dubai P.O. Box 1891, UAE  
*Please add note: Designated for FESF, Pakistan*
- Donors in Canada**                      Human Concern International  
 P.O. Box 3984 Station C, Ottawa, Ontario K1Y-4P2 Canada  
[www.humanconcern.org/catalog.php](http://www.humanconcern.org/catalog.php)  
*Please add note: Designated for FESF, Pakistan*
- Etihad Giving**                      Donate miles to educate a deaf child in Pakistan  
 Visit Etihad Guest Giving World at: <http://goo.gl/x3rxm>

Set up under a license from Securities & Exchange Commission of Pakistan under section 42 of the Company Ordinance, 1984. Approved U/S 2(36) of the Income Tax Ordinance 2001, read with rule 212 of the income rules, 2002.

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