



THE CITIZENS FOUNDATION

Brand & Communications

Our work includes

Digital
Marketing

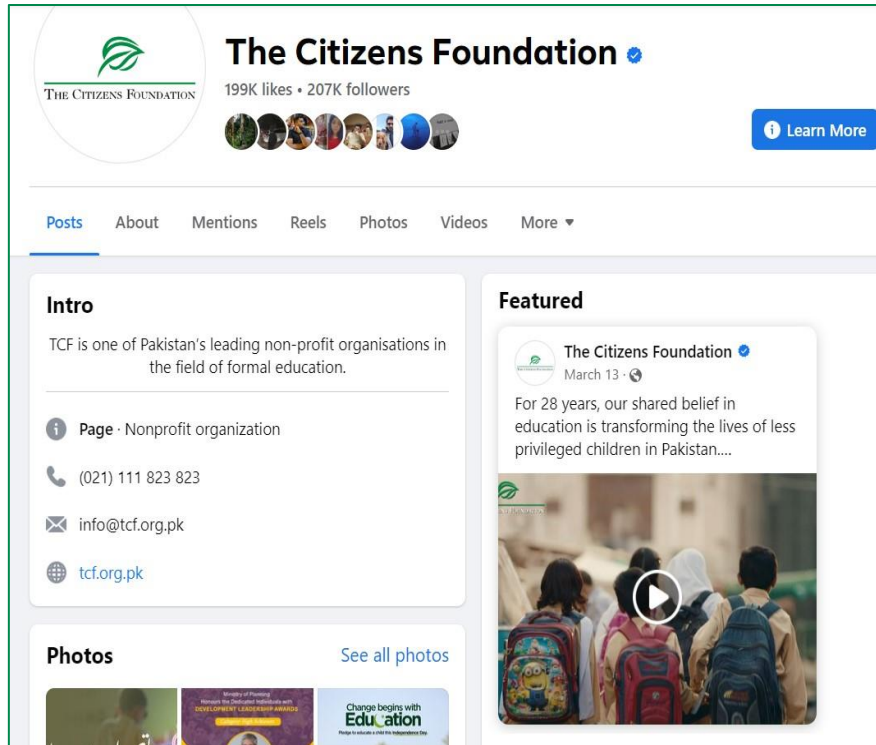
Videography

Content &
Design

Press Releases

Endorsements
& Collaboration

BTL Activities



The Citizens Foundation

199K likes • 207K followers

Learn More

Posts About Mentions Reels Photos Videos More

Intro

TCF is one of Pakistan's leading non-profit organisations in the field of formal education.

Page · Nonprofit organization

(021) 111 823 823

info@tcf.org.pk

tcf.org.pk

Photos See all photos

Featured

The Citizens Foundation
March 13 ·

For 28 years, our shared belief in education is transforming the lives of less privileged children in Pakistan...

SEASON OF GIVING



THE CITIZENS FOUNDATION

About Us Our Work Get Involved News & Stories Publications Careers Contact

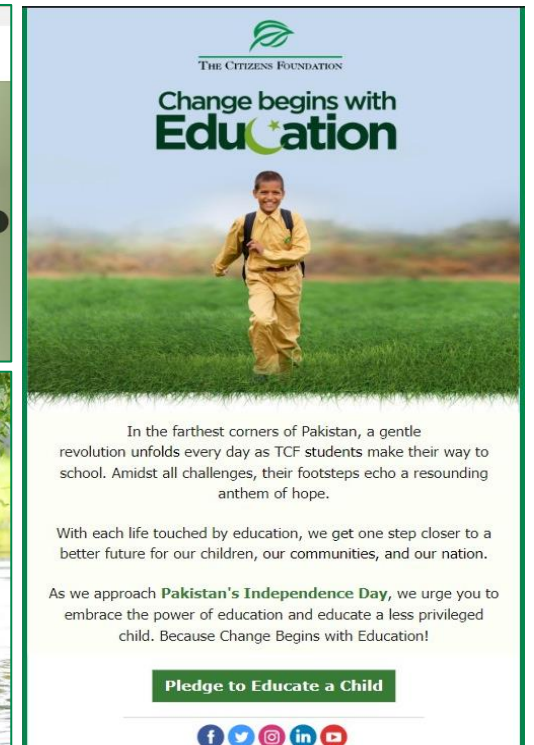
تعلیم سے بدلے زندگی

Donate Now >

LEARNING MUST NOT STOP

Help flood-affected children return to school

SEASON OF GIVING



THE CITIZENS FOUNDATION

Change begins with Education

In the farthest corners of Pakistan, a gentle revolution unfolds every day as TCF students make their way to school. Amidst all challenges, their footsteps echo a resounding anthem of hope.

With each life touched by education, we get one step closer to a better future for our children, our communities, and our nation.

As we approach **Pakistan's Independence Day**, we urge you to embrace the power of education and educate a less privileged child. Because Change Begins with Education!

Pledge to Educate a Child

f t i in y

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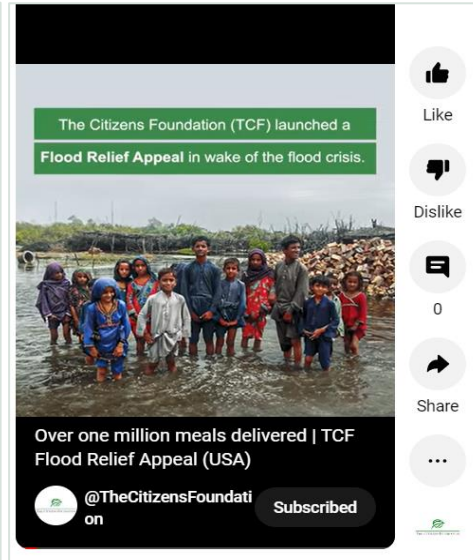
Press Releases

Endorsements & Collaboration

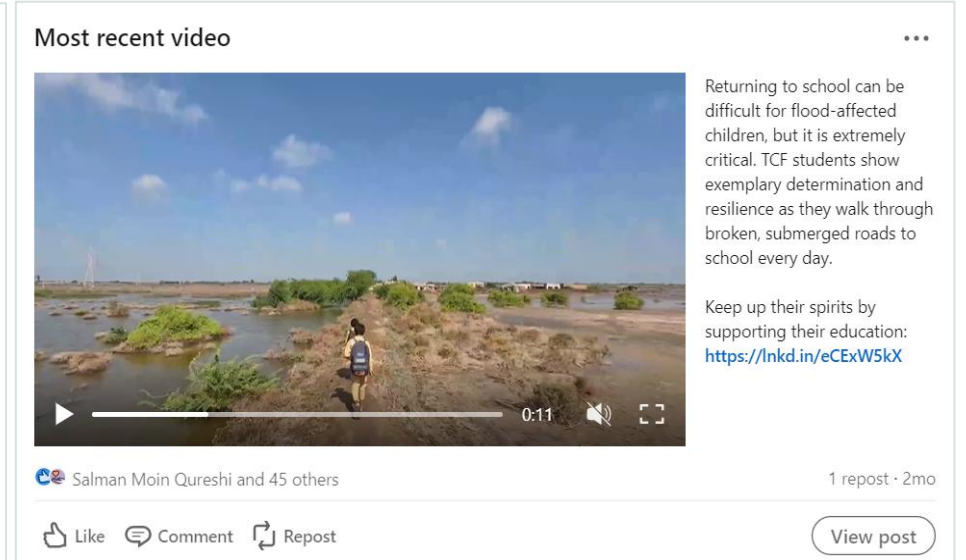
BTL Activities



TVCs & DVCs



Video Reels & Stories



Social Media Content

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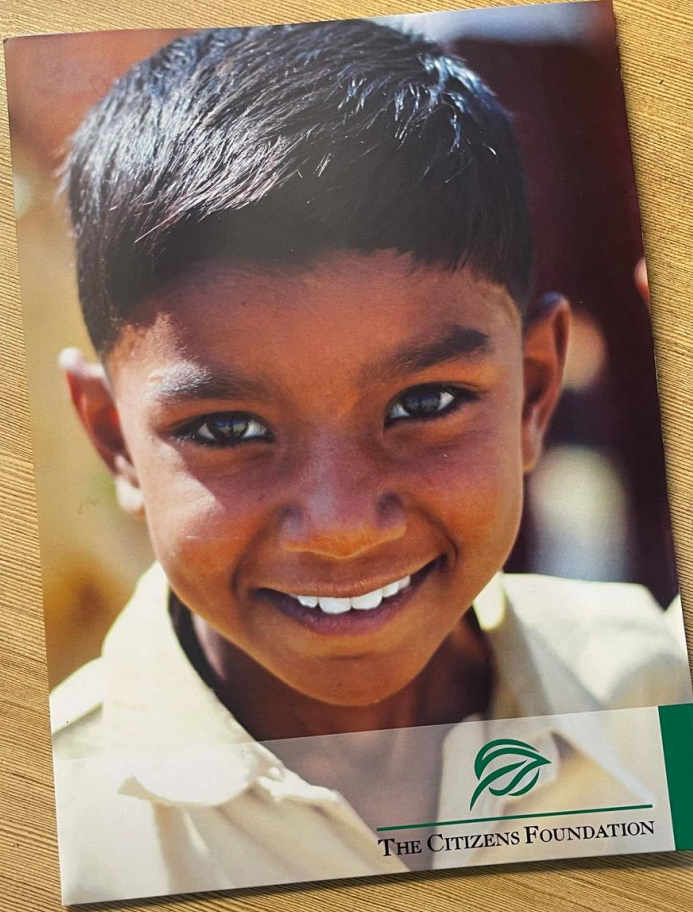
BTL Activities



Holding On To Dreams
Donning a khaki uniform and a bag on her shoulder, Najma walks past the dusty streets of Ibrahim Goth, an underserved community in Karachi, every day to reach the **TCF School - Ville & Noshirwan Cowasjee Campus**.
As she walks into her vibrant 7th-grade classroom, she is greeted by the smiling faces of her teachers and classmates. She opens her books eagerly, ready to plunge into a world of knowledge.
"I work really hard at school because I dream of giving my mother a better life," shares 14-year-old **Najma Ahmed**. "And I also want to serve my country — to make a difference in the lives of others when I grow up."
After a long day at school, Najma embroiders garments to help make ends meet for her widowed mother and nine siblings.



Ville & Noshirwan Cowasjee Campus
supported by Toxy and Cyrus Cowasjee

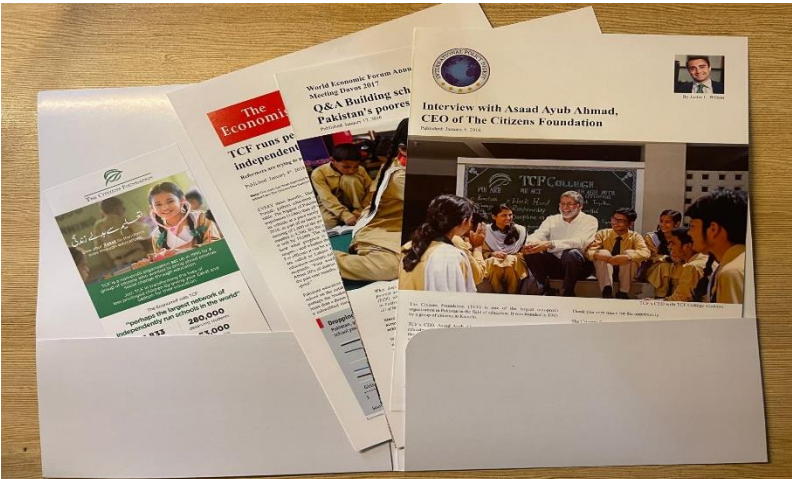


THE CITIZENS FOUNDATION



اب میرے
خوابوں کا کیا ہوگا

This **Ramzan**, give your **Zakat** to help the less privileged children continue their education



The Economic
TCF runs pe-
independent

World Economic Forum Asia
Meeting, Davos 2011
Q&A Building sch
Pakistan's poorest

Interview with Asaad Ayub Ahmad,
CEO of The Citizens Foundation

TCF COLLEGE
100% TCF COLLEGE
100% TCF COLLEGE

Establish the largest network of
independently run schools in the world
280,000
133
1,000



THE CITIZENS FOUNDATION

تعلیم سے بدلے زندگی

This **Ramzan**, give your **Zakat**
to transform lives through
education

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BTL Activities

Khoso Village: A Community Of Resilience



December 17, 2022 Blogs

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How To Boost School Leadership In 4 Steps



February 22, 2023 Blogs

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Samina Ahmed
Actress

You must be aware of the challenging situation that
Pakistan is facing.

**Khalid
Malik**
Radio Jockey

Wasim Akram
Former Pakistan
Cricketer and Commentator

I want to make a humble request.

Major Campaigns

Ramadan
Campaign



“Empower a child, fulfil a dream”
Ramadan Campaign 2022

“Change begins with Education”
Ramadan Campaign 2023

Major Campaigns

Year-end
Campaign (YEC)



#KeepHerDreamsAlive
Year-End Campaign 2020



**LEARNING
MUST NOT STOP**

Help flood-affected children return to school

SEASON OF
GIVING

#LearningMustNotStop
Year-End Campaign 2022

Key Events



Golf Tournament



Global Community Conference (GCC)

Thank you!