



THE CITIZENS FOUNDATION

Development

Sustaining the Mission – Scaling the Impact

Zia Akhter Abbas
Executive Vice President



Our work is a critical ingredient in TCF's success

- Our mandate is to raise awareness of TCF's work and build a global community of support in order to sustain TCF's mission and scale its impact.
- Our ability to consistently raise funds at a relatively low cost and with minimal donor restrictions has been a key enabler in TCF's scaling journey.
- In our efforts, we are governed by TCF's Core Values - Sincerity, Service, Beauty, and Positive Conduct.

Developing Communities Across Borders

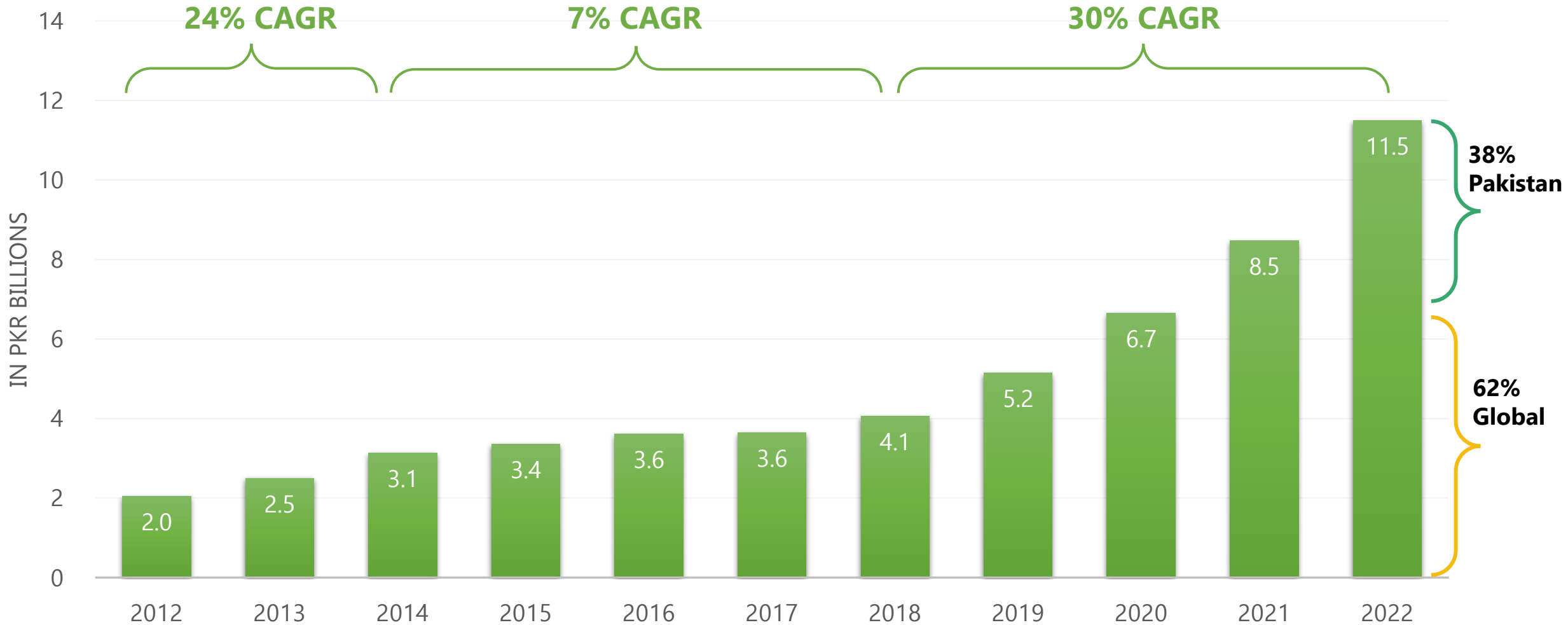


4 Country Partners
USA, Canada, UK, & UAE

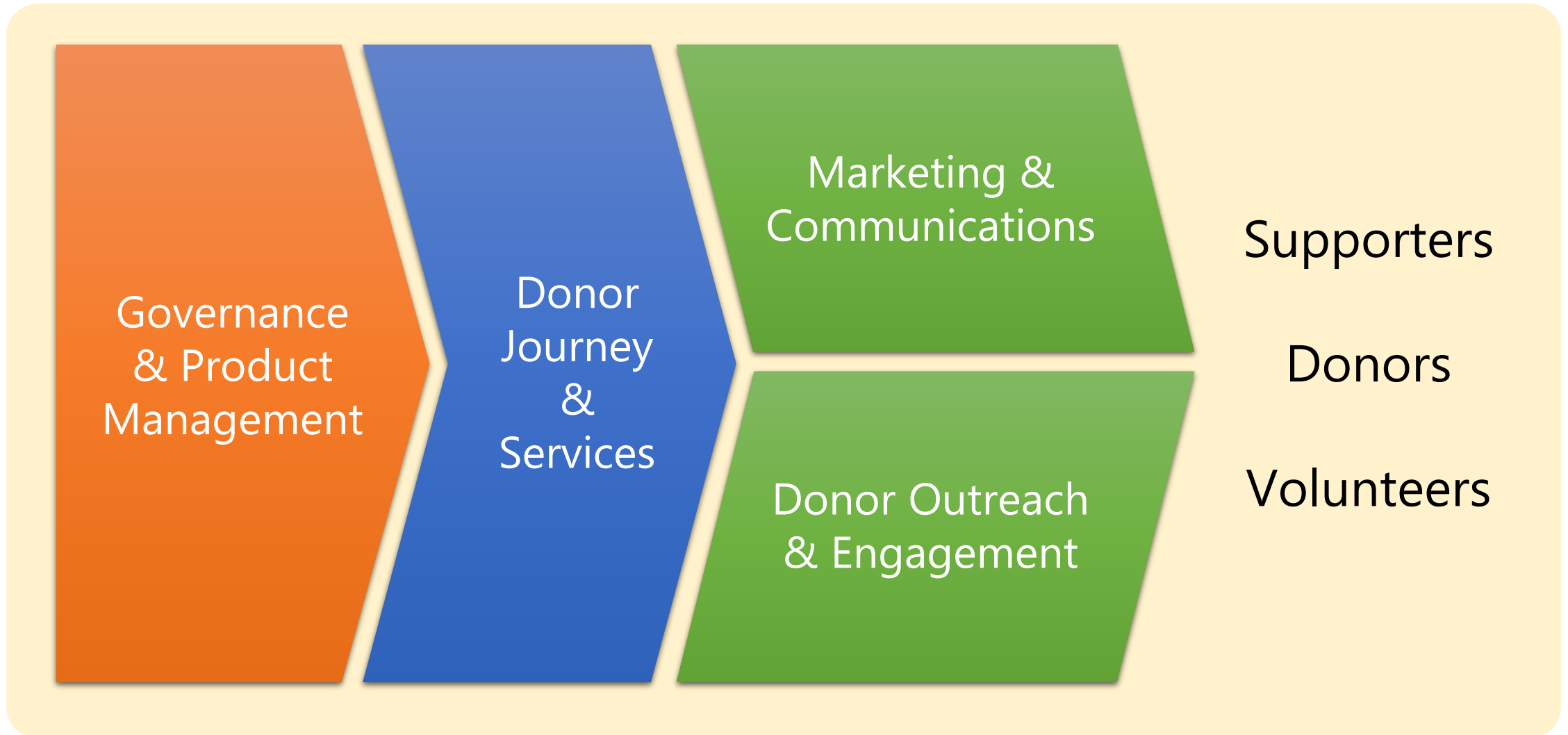
4 Emerging Country Partners
Norway, Switzerland, Italy & Australia

600+ Volunteers **30,000** Donors

Rapidly Growing Contribution From Our Community



Our Fundraising Model



Global Leadership Team



Zia Akhter Abbas

EVP – Development & Partnerships

Reporting to independent local Board of Directors



Isfandyar Inayat

VP Development -
Pakistan



Nasrullah Tahir

General Manager,
Global Development



Aneeqa Khan

Head,
Global Partnerships



Farhan Sadiq

CEO,
TCF Canada



Salman Hassan

CEO,
TCF USA



Shehzina Sharjeel

Head,
Brand & Comms.



Tazeen Saleem

Head
Donor Journey & Services



Sania Sufi

CEO,
TCF UK



Sarah S. Siddiqui

Executive Member,
TCF UAE



Fakhia Rashid

COO,
TCF USA



Building a Global Movement of Volunteers



Getting our message across

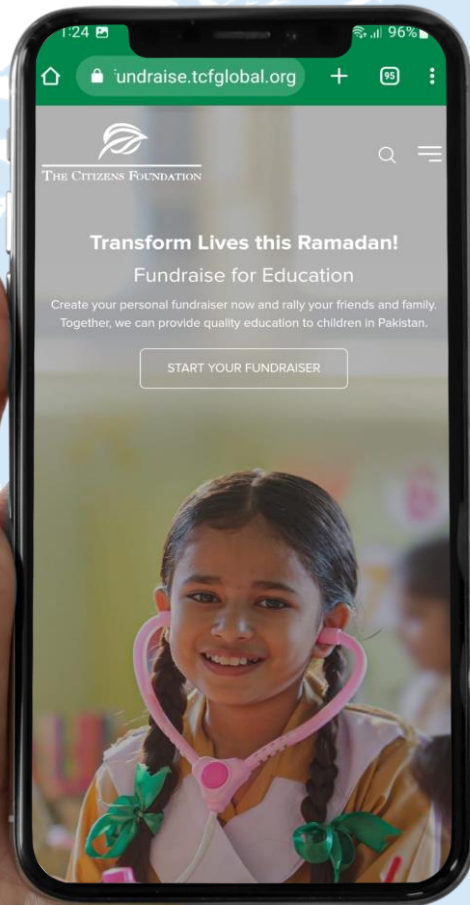
تعلیم سے بدلے زندگی



Developing Major Donor Relationships



Realizing the potential of Digital Fundraising



Shaping the Digital Infrastructure

Building Brand Awareness through Digital Marketing Efforts

Developing a P2P Fundraising Platform

Future Roadmap

Establish alignment with the Country Partners as we work towards a global fundraising strategy

Focus more on brand awareness strategies

Cultivate stronger major donor relationships

Grow our digital fundraising landscape

Streamline our systems and processes, and introduce a new CRM to address our growing needs

Prioritize the development of our team's skills and capabilities