



THE CITIZENS FOUNDATION

# Development - Pakistan

# Overview

Development -  
South

Development -  
North

Tele-Calling

Strategic  
Relationships

Outreach -  
New Markets

Volunteer  
Programmes

# Development –South & North

- Leading all market development and relationship management efforts across Pakistan
- Driving strategic portfolio growth and retention of existing donors
- Onboarding and engaging volunteers through Baghbaan Ambassador Programme

# Baghbaan Ambassador Programme

## **Mission**

To make TCF a household name so that no child is left behind

## **Objective**

To create awareness about the education emergency in Pakistan, raise funds for our cause, and develop servant leaders



# Baghbaan Ambassador Programme



# Calling Program



Thank our donors  
for their  
continuous  
support



Share our impact  
information and  
recent development  
efforts



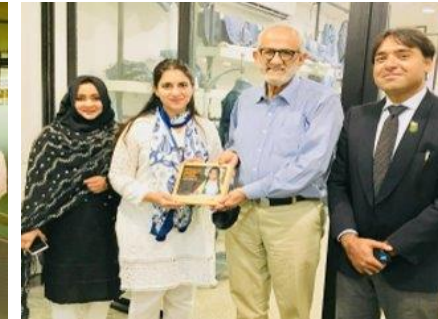
Engage  
with the  
donors



Improve &  
deepen donor  
retention

# Strategic Relationships

- Providing tailored support for large, intricate corporate relationships for TCF Pakistan
- Proficiently oversee the portfolio of lasting relationships, demanding consistent engagement and personalized reporting
- Relationships with government entities
- Seamless management of build, land donors, and Bank deposits



**Paving the way for strong collaborations, partnerships, and unwavering support**



# Outreach – New Markets

- Assisting Global Development in outreach efforts across new markets
- Onboarding of volunteers through the Baghbaan Ambassador Programme for the diaspora

# Volunteer Programmes



Summer Camp



Rahbar: Youth  
Mentorship  
Programme

# Summer Camp





# Rahbar: Youth Mentorship Programme



**14,450** Mentors

**55,150** Mentees

**18** cities



**Thank you!**