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THE CITIZENS FOUNDATION

# The Citizens Foundation UAE

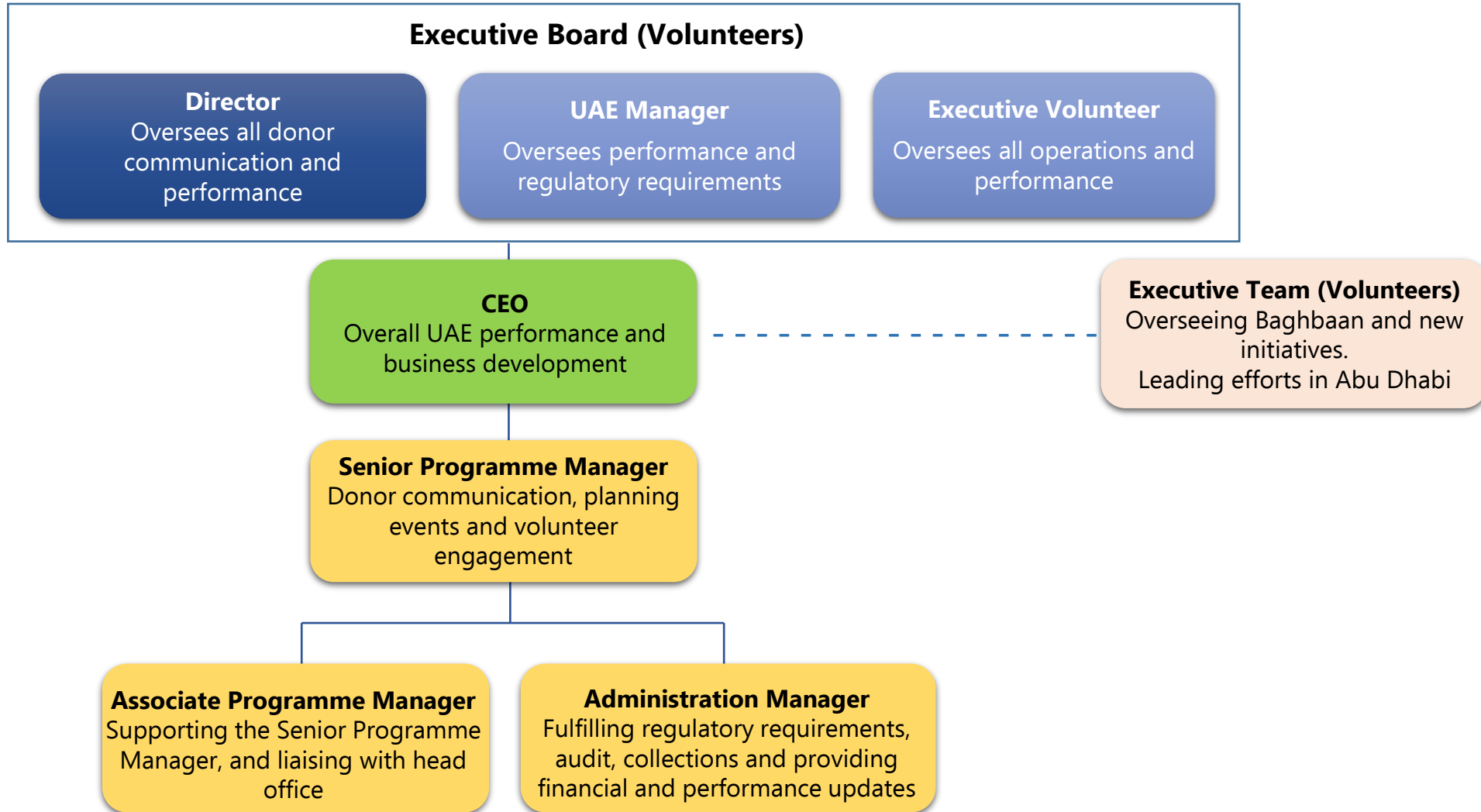
# Overview

The first international partner of TCF Pakistan, TCF UAE was launched in 1998 and has been registered in Dubai since 2004 with what is today known as the International Humanitarian City (IHC).

Fundraising in the UAE is strictly regulated and is overseen by the Ministry of Community Development (MoCD) and the Islamic Affairs and Charitable Activities Department (IACAD).



# Our People



# Gulf Supporters of the Cause

- There are 1.6 million Pakistani's residing in UAE<sup>(1)</sup>, out of which 20% are estimated to be white collar and 400,000 are living in Dubai<sup>(2)</sup>.
- Pakistanis living in the UAE have very strong ties with their home country due to the physical proximity and the fact that majority of them continue to hold Pakistani citizenship.
- Donors in the UAE have built more than 100 TCF school units and are currently supporting more than 120 TCF school units.

(1) <https://www.wam.ae/en/details/1395303116220>

(2) [https://en.wikipedia.org/wiki/Pakistanis\\_in\\_the\\_United\\_Arab\\_Emirates#cite\\_note-BQ-2](https://en.wikipedia.org/wiki/Pakistanis_in_the_United_Arab_Emirates#cite_note-BQ-2)

# Gulf Supporters of the Cause

## UAE Government Organizations and Businesses



مؤسسة عبدالله  
الغريير للتعليم  
Abdulla Al Ghurair  
Foundation for Education



## Pakistani Businesses



TCF UAE Annual  
Supporters Conference  
& Dinner



THE CITIZENS FOUNDATION

Strengthening  
Communities  
through Education













RODA  
AL MUROOJ



روضة  
المروج



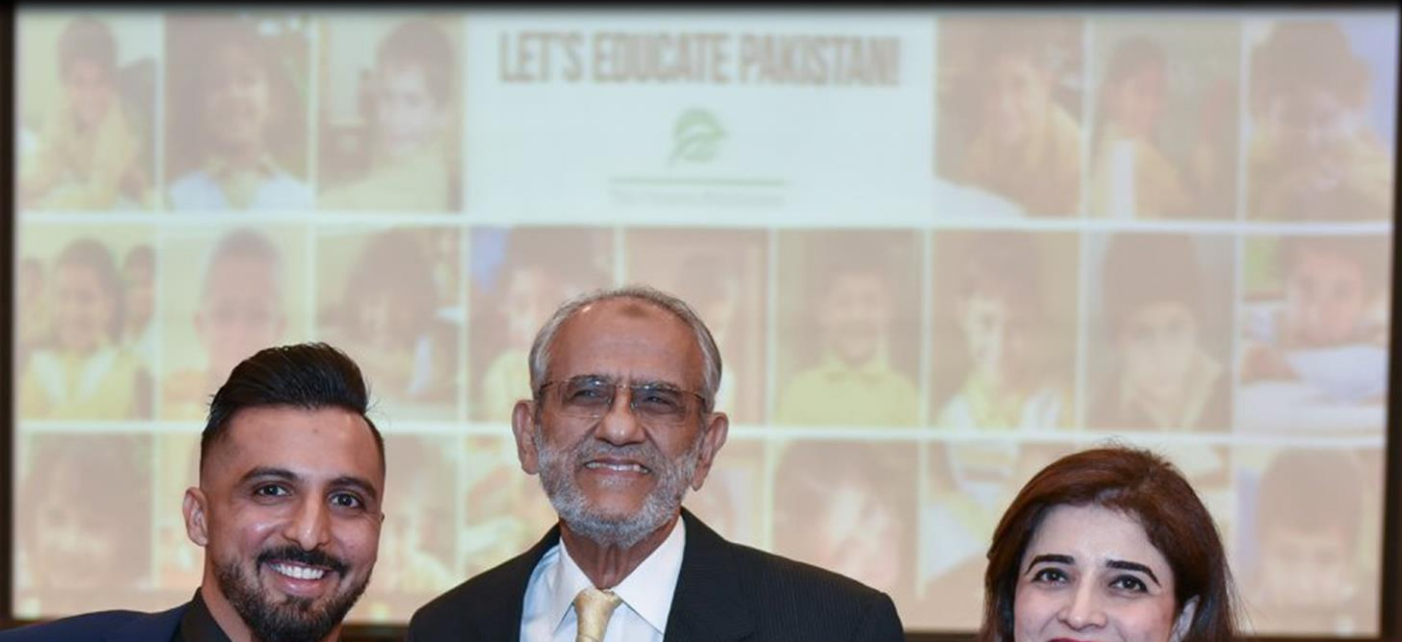




THE CITIZENS FOUNDATION

Our purpose-built  
schools are embedded in  
the heart of low-income  
communities









Mahnoor Anwar



Zohaib Rana



Sarah Siddiqui



Ishaque Noor



Haadiya Ismail



Ahsan Saleem



Nilofer Saeed



Asaad Ayub



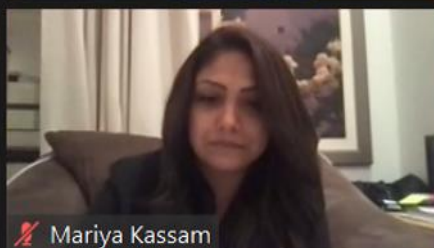
Iskander Khwaja



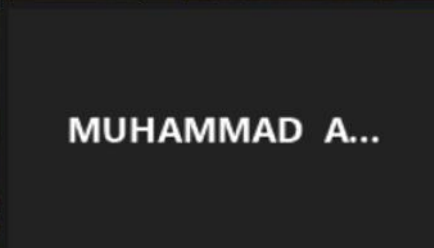
Farid Alvie



Amjad Khan



Mariya Kassam



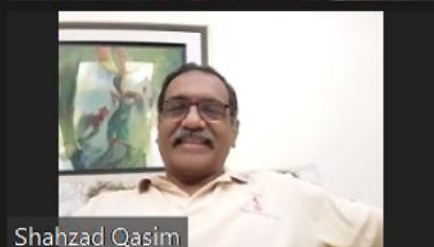
MUHAMMAD A...



Ateed Riaz



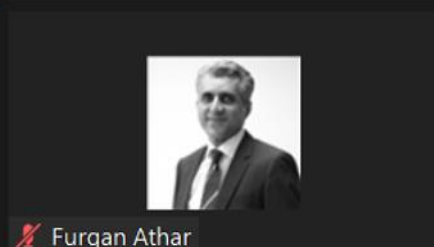
junaid79@gmail.com



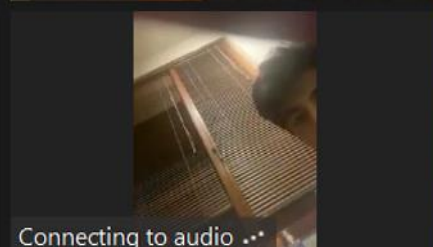
Shahzad Qasim



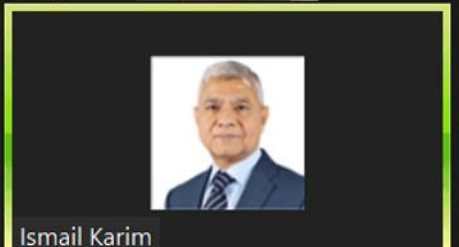
Irfan Malik



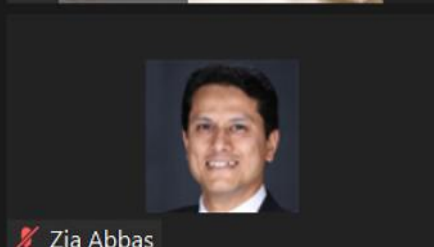
Furqan Athar



Connecting to audio ...



Ismail Karim



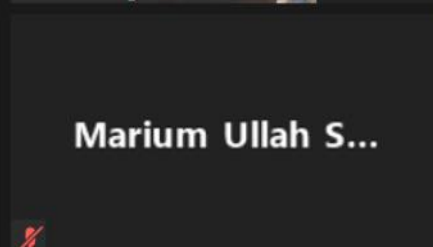
Zia Abbas



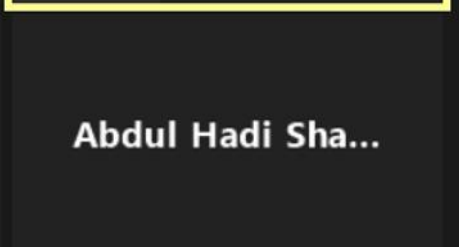
The Citizens Foundati...



Shahab Haider



Marium Ullah S...



Abdul Hadi Sha...

# Milestones & Achievements

## Baghbaan Ambassadors Programme

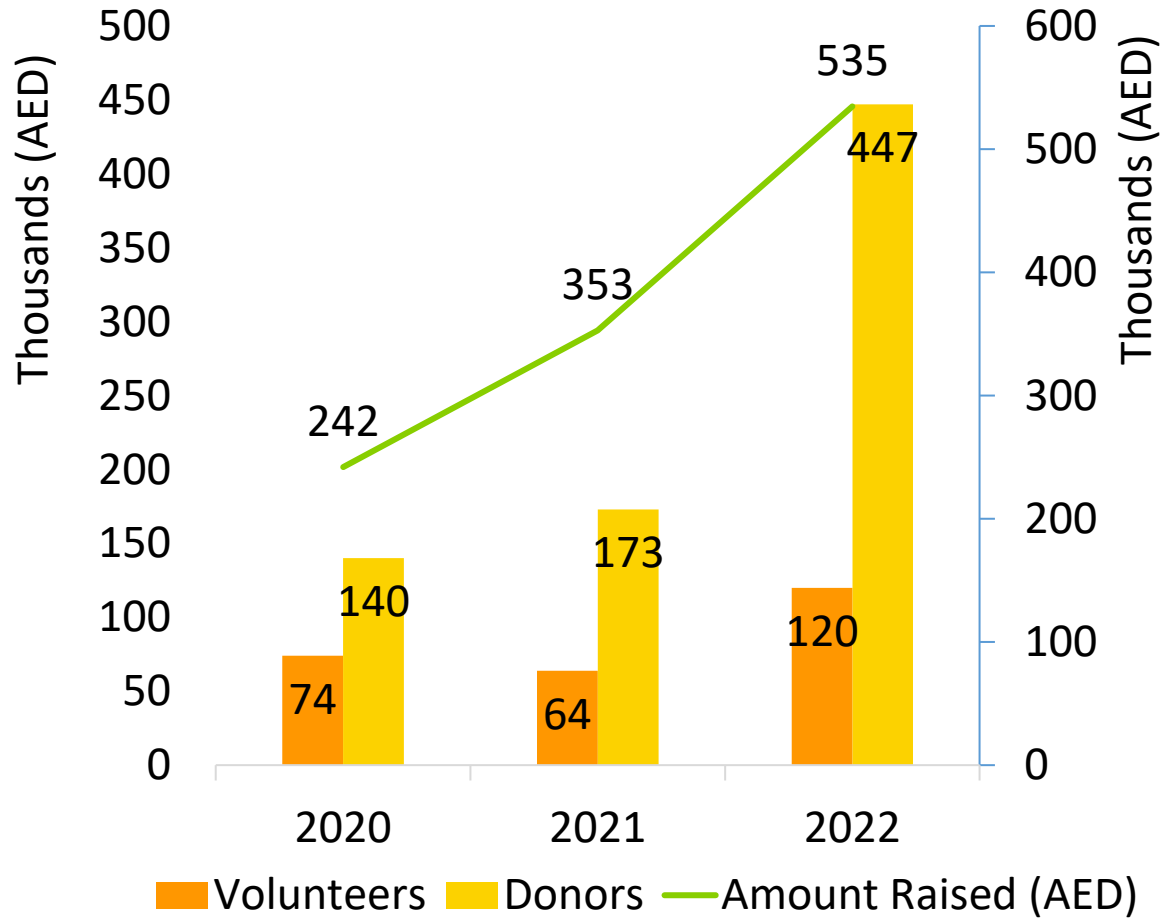


**Baghbaan Ambassadors  
Programme**  
Launched in 2020



**Baghbaan Youth Ambassadors  
Programme**  
Launched in 2022

## Baghbaan & Baghbaan Youth Ambassadors Programme



**AED 534,555** raised in  
2021-22

**447** donors



**1,371** children supported  
**7** school units supported



# Baghbaan Ambassadors Programme



# Milestones & Achievements

TCF UAE Ladies Group



# Milestones & Achievements

Expo 2020 Dubai



# Milestones & Achievements

## IHC Dubai MGM Awards



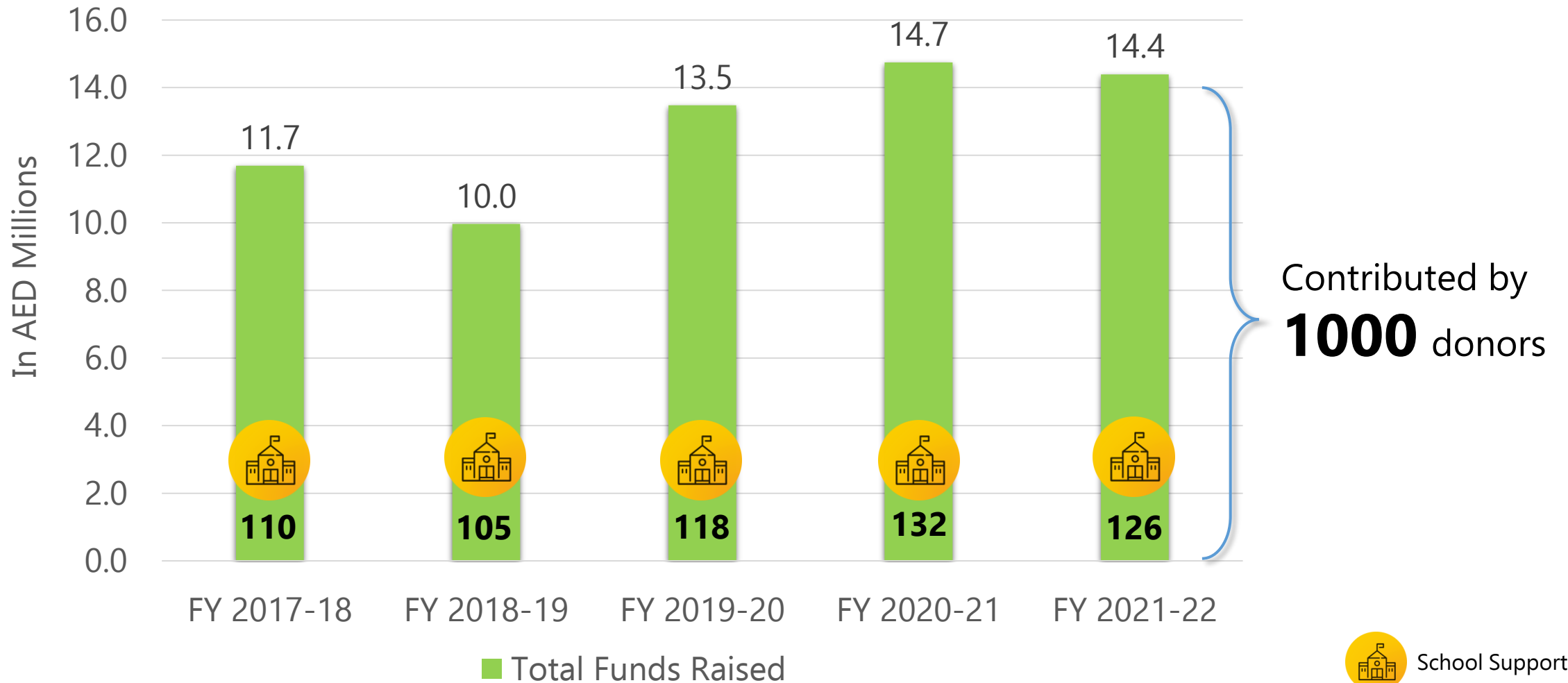
**Best Innovative Solution**  
IHC Dubai's MGM Awards 2023



**Best COVID-19 Response**  
IHC Dubai's MGM Awards 2021

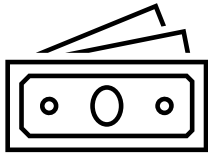
# Our Performance

UAE 5-Year Impact

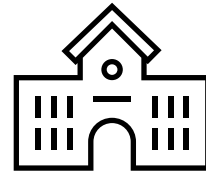




# Our Impact



Raised a total of  
AED 14.4 M in  
FY 2021-22



Built over 100  
TCF school units  
as of 2023



Support over 120  
TCF school units  
annually

# Future Roadmap

01

**Donor Engagement:** Revive lost donors and deepen existing premium donors

02

Increase **Donor Base by 40%** by 2025

03

Tap into **Corporate Sector**

04

Focus on **Digital Fundraising**



**Thank you!**