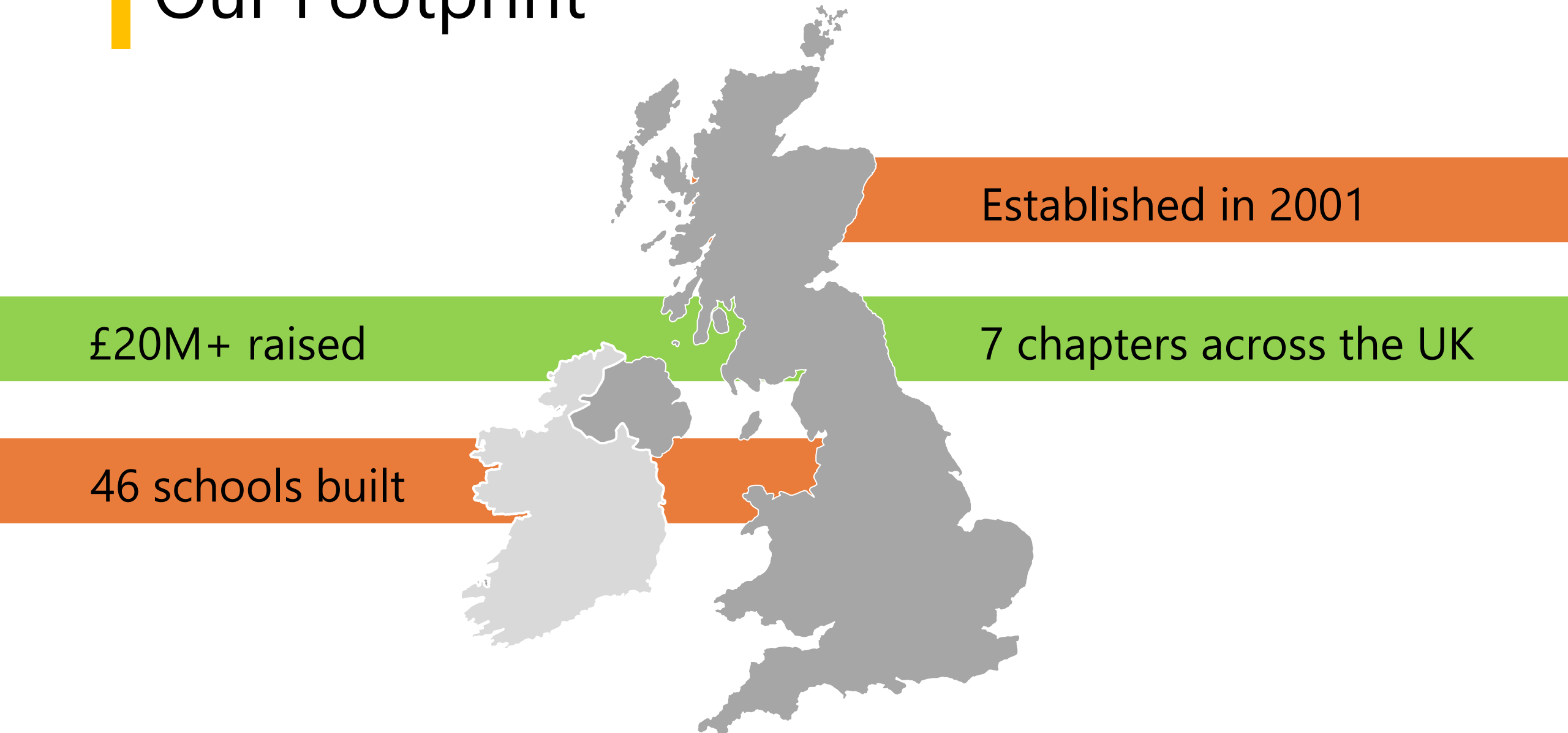




THE CITIZENS FOUNDATION (UK)

The Citizens Foundation UK

Our Footprint



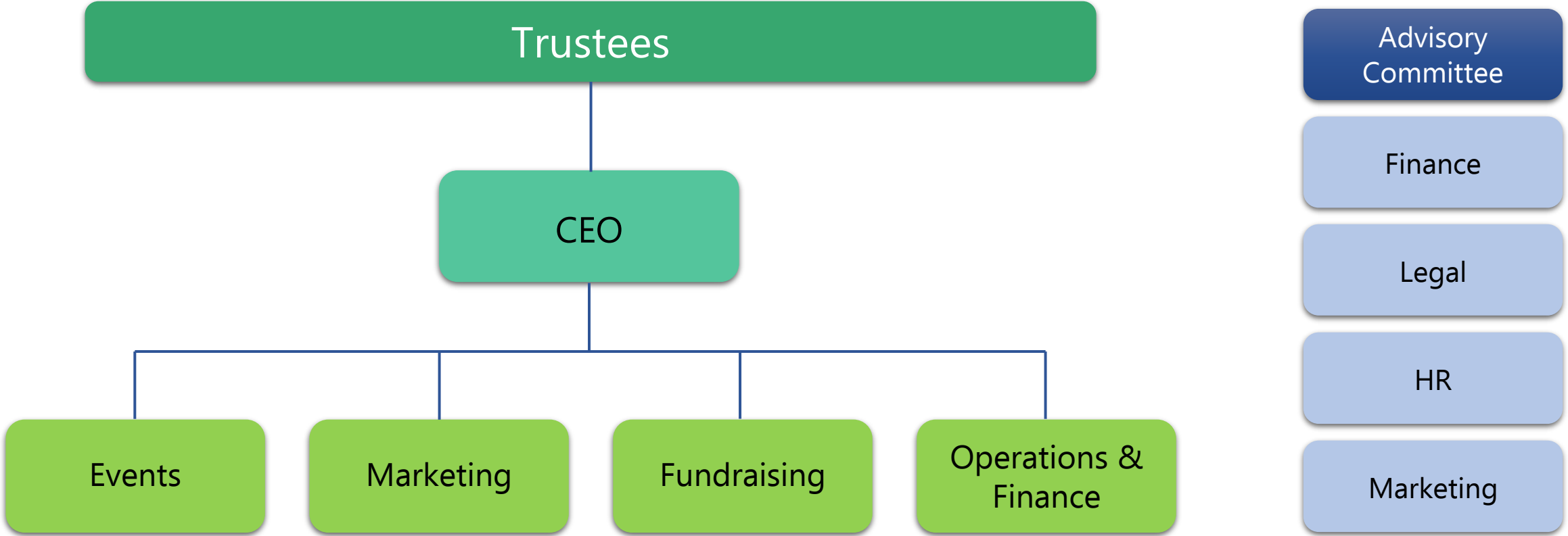
Established in 2001

£20M+ raised

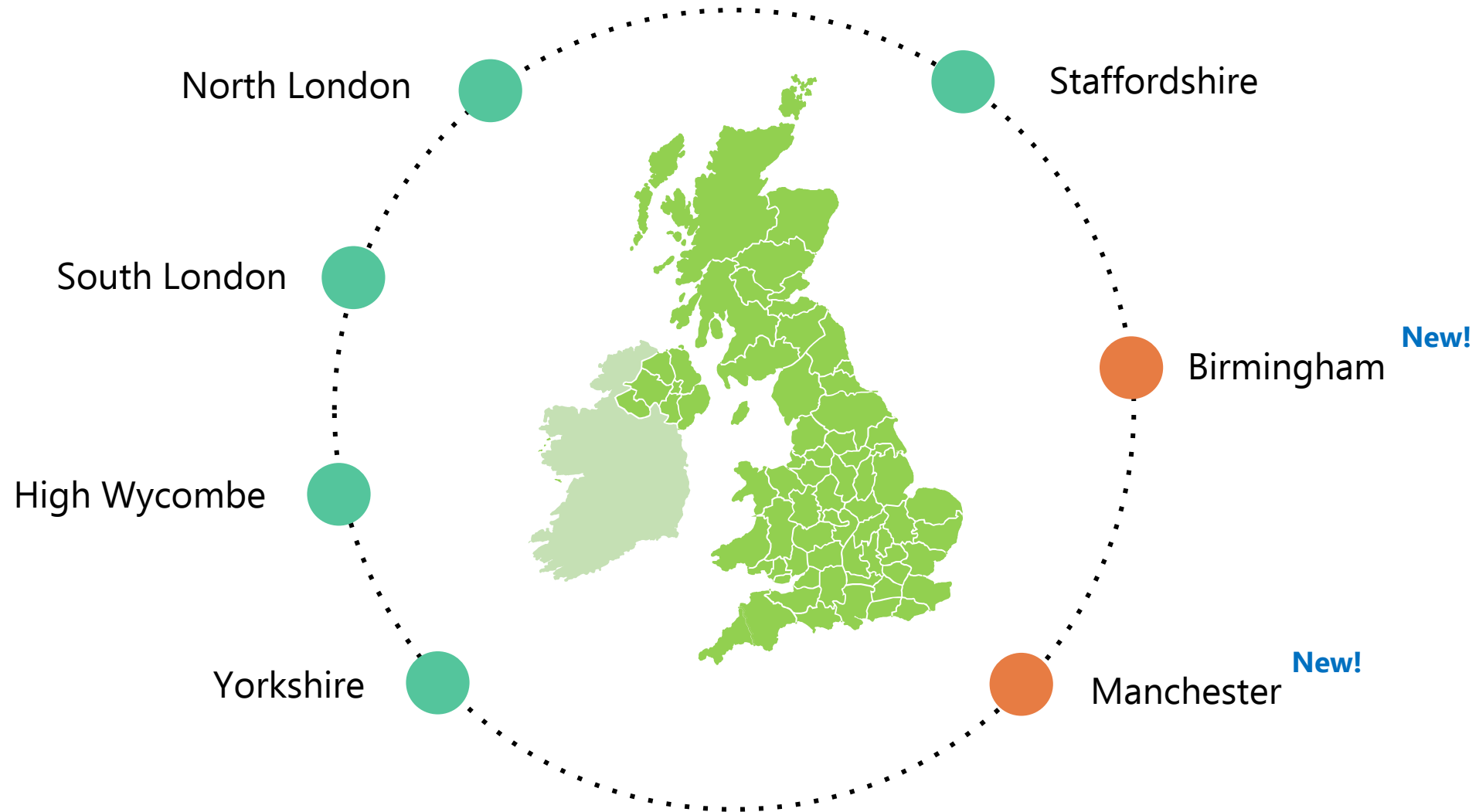
7 chapters across the UK

46 schools built

Our People



Chapter Support & Volunteers



Donor Profile

£7.85M Raised



4,095 Donors

18 Grantors

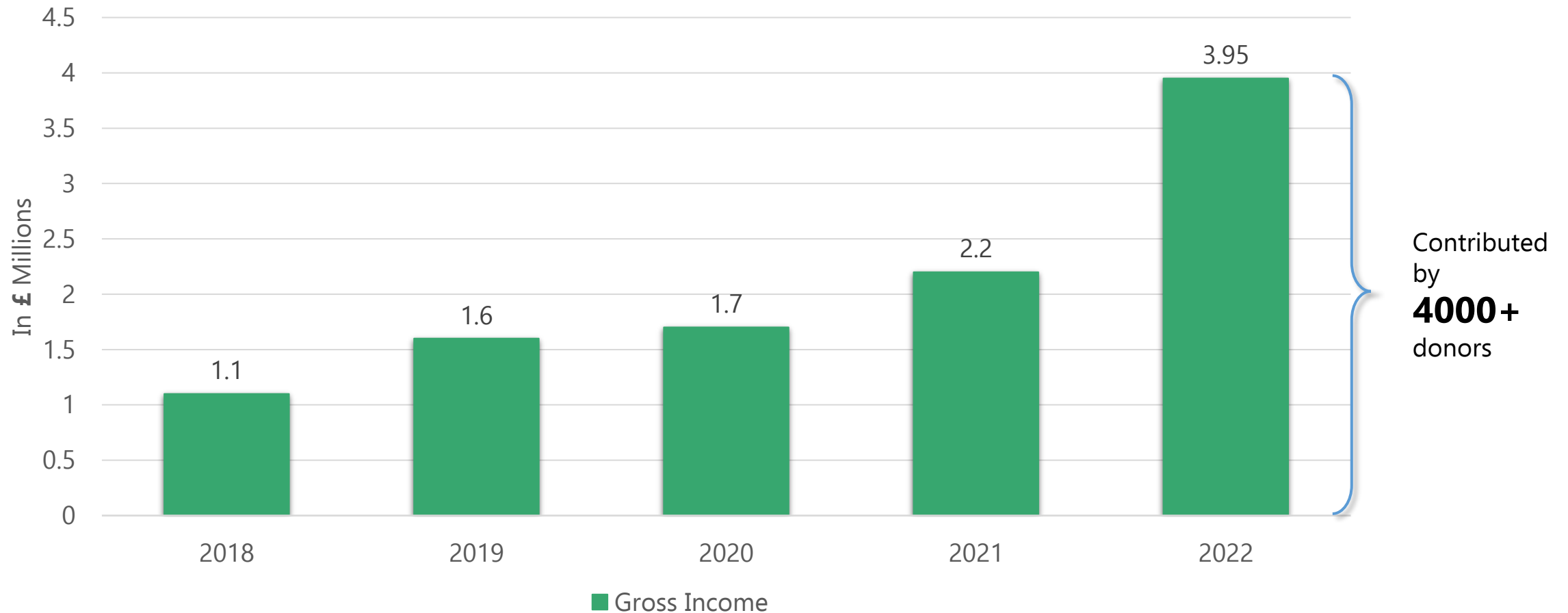
34 Corporates

Majority of our donors are **expats or first-born British Pakistanis**

Donor-base is primarily focused on London due to greater concentration of Pakistani diaspora

Efforts to expand in other UK regions with a significant concentration of British Pakistanis

Our Performance



Key Events & Fundraisers

ASICS 10K Run

Annual Golf
Tournament

Annual Cricket
Tournament



One of our most popular events/campaign, the **ASICS 10K** helps raise **£30K** through peer-to-peer fundraising.

Key Events & Fundraisers

ASICS 10K Run

Annual Golf
Tournament

Annual Cricket
Tournament



TCF UK hosts an **annual golf tournament** which is a great way to engage non-Pakistani donors and supporters.

Key Events & Fundraisers

ASICS 10K Run

Annual Golf
Tournament

Annual Cricket
Tournament



TCF UK's **North London Chapter** organises an annual family **cricket tournament** each year to help raise funds for TCF.

Achievements & Milestones

English Cricket Board
endorses TCF UK



England's Barmy Army @TheBarm... · 1d ...
WOW! Over 2,000 people have clicked on the fundraising link already, amazing 🙌

England's Barmy Army @TheB... · 1d
Sending massive love and support to our friends over in Pakistan at the moment after some devastating floods 😞

If you can spare a penny, you can donate to the relief appeal here tcf-uk.org/floodrelief/



England Cricket
@englandcricket

Our thoughts are with everyone affected by the devastating floods in Pakistan ❤️

You can donate to the relief appeal here ms.spr.ly/6010jcrz6



George D... @George... · Aug 29, 2022 ...
Pakistan has been overwhelmed by devastating floods. If there's anything you can spare, it could make a huge difference right now:



tcf-uk.org
Flood Relief Appeal - The Citizens Foundation (UK)



England's Barmy Army
@TheBarmyArmy

Sending massive love and support to our friends over in Pakistan at the moment after some devastating floods 😞

If you can spare a penny, you can donate to the relief appeal here tcf-uk.org/floodrelief/



Lord's Cricket Ground
@HomeOfCricket

Our continued thoughts are with those affected by the devastating floods currently taking place in Pakistan.

You can help by donating to this relief appeal: ms.spr.ly/6010jcrz6

Achievements & Milestones

TCF UK Appeal featured on BBC Radio 4



The screenshot shows the BBC Radio 4 Appeal website. At the top, it says "RADIO 4 Radio 4 Appeal". Below that are navigation links: "Home", "Episodes", "Clips", "Galleries", and "Donate". The main image shows Saima Mohsin, a reporter and presenter, wearing a yellow shirt and headphones, sitting in a radio studio. Below the image is a "Listen now" button. Underneath, it says "The Citizens Foundation" and "Reporter and presenter Saima Mohsin makes the Radio 4 Appeal on behalf of The Citizens Foundation." To the right, it says "Available now" and "3 minutes". At the bottom left, there is a "Show more" link.

The Citizens Foundation (UK)

Every child deserves a quality education. Yet, 22.8 million children in Pakistan are denied that basic right to learn, the majority girls. Our innovative education model gives vulnerable children, especially girls, the chance to learn and build a better future. This year, nearly 280,000 children enrolled in our 1,833 schools across Pakistan.

Muskan's Story



Muskan and her parents were ostracised by their community for sending her to school. With support from The Citizens Foundation, she completed her education. Today, she's flourishing in her career, supporting family, and has inspired many girls.

Change begins with HER



Educated girls become empowered women, with drive and determination to lift their families out of poverty. Muskan's story is a testament to that. With your help, TCF can empower young girls like Muskan to live a life of dignity and hope.

Building a brighter tomorrow



A chance to learn can completely change a child's life. You can help give millions of children in Pakistan that chance. £54 could pay for 1 child's education at a TCF school for 6 months. A gift that'll support them and their communities for years to come.

The first time a Pakistani charity was featured on BBC's Radio 4

Helped tap into an entirely new demographic of donors and raise £8,000+

Achievements & Milestones

TCF UK Annual
Fundraiser at BAFTA



In 2023, TCF-UK hosted its fundraising gala at the highly exclusive and iconic British Academy of Film and Television Arts (BAFTA), featuring our TCF Alumna Kainat Ansari.

Future Roadmap

01

Grow by 5 in 5: Raising £8M by 2025.

03

Digital Marketing: Focusing on year-long, robust digital campaigns.

02

Chapter Development: Consolidating existing chapters, expanding to new areas.

04

PR & Media Outreach: Working with local celebrities and influencers to reach young British Pakistanis, young professionals and non-British diaspora.

Thank you!