

THE CITIZENS FOUNDATION CANADA

ANNUAL REPORT - 2021

tcfcanada.org
August 2022



THE CITIZENS FOUNDATION
CANADA



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Note from TCF Canada President

A sincere thank you to our donors, volunteers, and staff at TCF Canada; we have completed another outstanding year. Our commitment to our mission grows annually with huge successes in our efforts to educate children in underprivileged areas through quality education. This year, we saw continuing challenges for us on two fronts: revenue and execution. Given the pandemic and its impacts in terms of school operating rhythm, holding of events, and new initiatives.

I took over the responsibility as President in September 2021 from Sajid Salman after his almost five years of dedication. While working with him as a Chapter Leader, I had the good fortune to learn about many aspects of the job including challenges posed for revenue generation, managing projects through our intermediary, regulatory responsibilities/ audits, and the sheer magnitude of volunteer efforts. Thank you, Sajid, for your tremendous leadership in bringing TCF Canada to where it is today.

While we plan to continue to enhance our work through providing quality education to a greater number of students and building more schools, we also plan to be part of the adult literacy project, early years' education, and digital literacy projects working with TCF Pakistan. We will also initiate our local Youth Bursary Program, targeted towards students in financial need entering an institution of higher learning upon completion of high school.

I look forward to another exciting year achieving greater success with help from all who support TCF Canada.

Farhan Sadiq

Background



With almost 22.6 million* school-aged children out of school, Pakistan remains in an education crisis.

The Citizens' Foundation is a non-profit organization founded in 1995, in Karachi, Pakistan with a vision to create agents of positive change through quality education. Over the years, TCF has developed an innovative, self-learned model of providing formal, high-quality education at low cost to children in underprivileged areas. Starting with five schools, TCF now has expanded to over 1800 primary and secondary schools across Pakistan.

In 2004, TCF Canada was registered as a Canadian charity with the same mission and has since been supported by all Canadians, especially from the Pakistani diaspora. With ten chapters across Canada, awareness and fundraising campaigns take place in various forms: Galas, Sports Tournaments (Golf & Cricket), Poetry Nights, and more. We have built a total of 57 schools over the years and continue to enhance our efforts in education through innovative programs through our intermediary i.e. TCF Pakistan. At the end of 2021 we continued to support over 20,000 children in their journey with the support of thousands of Canadians despite challenges faced due to the COVID-19 pandemic and a reached new height for fundraising, crossing the \$4M mark in 2021!

TCF Canada Management

Farhan Sadiq

President

Saad Qureshi

Development Specialist*

Sumera Bukhari

Manager, Office and Administration*

Board of Directors

Abdullah Zaffar

Farhan Sadiq

Rahat Godil

Dr. Adnan Zaidi

Hyder Zach Masum

Sajid Salman

Asif Dadabhoy

Mansoor Naqi

Shazad Bilwani

Aziz Rakla

Raeesa Dawood

Nadir Ali Khan
Secretary to the Board

National Volunteers

Riaz Merchant

Director IT

Umer Randhawa

Treasurer

Farhan Khanani

Director CRM & Database

Furqan Faruqi

Assistant Treasurer

**Indicates individual is an employee.*



TCF Canada Chapters



★ Canada Chapter

Chapter Leads

Usman Nadeem
Vancouver

Imran Qureshi
Montreal

Rafat Alim
Fort McMurray

Fasahat Wasti
London

Mehreen Ali Wasti
Calgary

Saad Mirza
Toronto

Dr. Adnan Zaidi
Saskatoon

Al-Noor Bhamani
Durham

Dr. Haji Chalchal
Regina

Our Mission

To provide quality education to open minds and enrich lives through the power of good values and intellectual curiosity for a better future.

Our Vision

To provide a level playing field that facilitates upward social mobility for the underprivileged to result in personal dignity, independence and better citizenship.

2021: In Review

Despite challenges faced by the COVID-19 pandemic restricting our ability to host in-person fundraising events, we were able to become innovative in our efforts to continue raising funds for the children of Pakistan. In 2021, we hosted many online events, information sessions, and fundraisers across the country. With our dedicated team and generous donors, we were able to raise \$4M to create a better future for our students and for the underprivileged in Pakistan.

Working with our intermediary, TCF Pakistan and continuing with our innovative approach, we were able to effectively manage our admin costs to stay below 5%. Our fundraising costs again remained very low from what would be normal due to a very limited number of events since the beginning of the global pandemic.

In 2022, if Covid restrictions are lifted for in-person events, we are looking forward to a more interactive year on ground in Pakistan and with our donors in Canada through events, performances and volunteer engagement.

We were humbled to be rated a **Top 10 Impact and Top 10 International Impact Charity with a 5-star rating by Charity Intelligence in 2021 for the 2nd consecutive year**. This is a huge accomplishment for us, and we will strive to work to enhance the level of impact and transparency with our donors that such a recognition requires.



CHARITY INTELLIGENCE 2021

**TOP 10
IMPACT CHARITY**

CHARITY INTELLIGENCE 2021

**TOP 10 INTERNATIONAL
IMPACT CHARITY**

Values



Compassion



**Transparency &
Integrity**



Inclusivity

Other Programs

Teacher Training

Pre-Service Training

In-Service Training

Principals Academy

Training the
Trainers

Aagahi (Adult Learning)

Providing illiterate women from rural areas and urban slums the opportunity to learn how to read, write and do math

Rahbar

Mentorship Program

For students in Grade 9

To empower & inspire

Learning about career options
and social responsibility

TCF Canada's Impact

The below table provides information on our growth over the past three years with respect to the number of schools supported (with enhanced staffing) and hence impacting a continually growing number of student beneficiaries:

	2019	2020	2021
Total Number of Schools	86	106	123
Staff Numbers	+770	+950	+1,100
	# of Beneficiaries		
Total # of Students	16,022	16,990	20,111
Pass % age (Grade 10)	99	96	96
Aagahi Literacy Program	1,197	777	1,805

Note: Over 99% of our funds are used for school build and operating costs



Number of Schools

AJK	4
Baluchistan	12
KPK	7
Punjab	28
Sindh	72

Projects	Details	Outcome
Primary Schools	KG - Grade 6	Helping to provide a strong foundational education for the rest of their journeys in school and help prevent child labour.
Secondary Schools	Grade 7 - 10	Inspiring students to continue striving for success. Learning about the world outside of their village/town/city borders
Aagahi (Adult Literacy)	4 month program for adults (mostly women) to complete	Providing illiterate adult women the opportunity to become more productive members of society by learning to read/write and do basic math.

Financials - Sources of Funds and Uses (2019 to 2021)

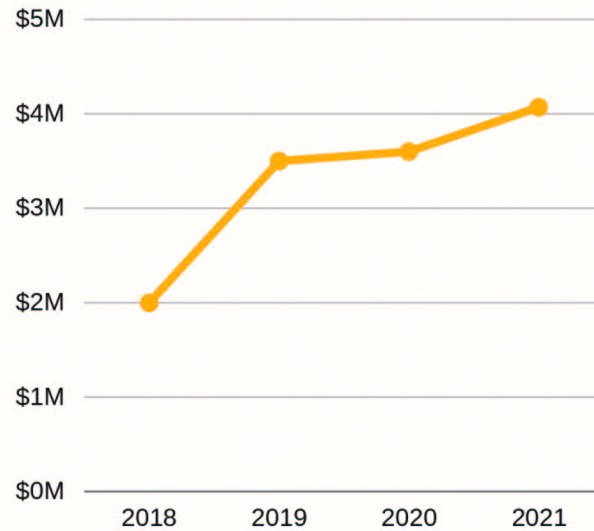
<i>All # in CAD\$</i>	2019	2020	2021
TOTAL REVENUES	3,500,954	3,602,309	4,070,879
Donations	3,193,006	3,456,802	3,932,678
Grants	55,000	115,500	85,700
Events Tickets, Sponsorships & Others	249,853	27,022	48,000
Investment Income, Other	3,095	2,985	4,501
TOTAL SPENDING	3,475,180	3,221,982	3,086,681
Program Costs - International	3,100,860	2,988,277	2,877,797
Administrative Costs	175,006	175,612	154,503
Fundraising Costs	199,314	58,093	54,381

Notes:

- 1) Program costs higher in 2019 than revenue due to delayed transfer of 4Q, 2018 to TCF Pak.
- 2) Program costs in 2021 decreased due to favourable exchange rate & phasing of funds for construction of new builds.
- 3) Revenue #s above are based on in-year donations plus changes in deferred contributions.

Revenue* Growth Over the Years

Despite challenges faced by COVID-19, our fundraising efforts reached new heights through innovation, virtual connection and belief in our cause by donors like you!



2021 was a significant year for growth in our donor base and continued enhancement in support of donors other than the Pakistani diaspora in Canada. TCF Canada's recognition by Charity Intelligence as a Top 10 Impact Charity for two consecutive years was further instrumental in our work receiving wider audience and highlighting its impact for the discerning donors to review and offer their support.

Enhanced volunteer/staff engagement and their focussed efforts were the key in our continued growth and success.

*Revenue #s above are based on in-year donations plus changes in deferred contributions

Third-Party Inspections

TCF Canada has used **IPSOS**, a multinational market research and consulting firm, to conduct annual inspections of a the majority of the schools supported by us since 2018. This helps ensure that our schools are providing a high quality of; education, infrastructure, sanitation, gender balance and safe learning environment for the children. Number of schools inspected each year were:

- 2019 48
- 2020 none, due to Covid
- 2021 100
- 2022 123 (planned)

This inspection is conducted over and above the processes in place at TCF Pakistan to ensure quality of education through teacher training, teacher/ principal reviews and student surveys.



2022 Goals

This past year taught us a lot about who we are, who we want to be and learning that we truly have the ability to reach new heights. In the upcoming year, we look to expand our efforts and fundraising goals, to make a larger impact on Pakistan's younger generation. We wanted to share a few attainable goals with our generous donors, like you:



New Programs by TCF PK

Over the next year, we are looking to support the implementation and growth of two new programs established by TCF Pakistan

- Early Years Program (KG - Grade 2) in **up to 18 schools**
- Digital Literacy Program (Grade 6-8)



Youth Bursary Program

To support our local communities, TCF Canada is looking to create a new needs-based bursary for Canadian students.

We will be providing **20 bursaries valued at \$4,000 each** to high school graduates, in need, entering their post-secondary programs across Canada.



School Support Growth

As our donor base, team and efforts continue to grow, we are looking to increase the number of schools our organization supports, in Pakistan. By the second half of 2022, we are looking to enhance our support from 123 schools to total of 150 schools!

Hence, the students we support will grow from 20,000 students to 25,000 students in year 2022.

Future Goals



By working with our intermediary (TCF Pakistan), we are looking to continue growing and reach our goal of together creating 2 million* agents of positive change by **2030!**

*In collaboration with our intermediary, TCF Pakistan

Acknowledgements

Thank you to the TCF Canada team; both employees and volunteers, for your passion, dedication and commitment. Thank you to our generous donors for their huge support when we truly needed it the most.

Lastly, a heartfelt thank you to our community, the Canadian community, for, without you, we wouldn't be able to support 20,000 students in Pakistan, giving them the opportunity to open their minds, build on their curiosity and be good citizens of the world.



Contact Us

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