



Concern For Children  
**Gift from the Heart**

**Catalogue 2009**

*Meaningful gifts that can change lives*

**How to Give**



Concern for Children Trust is a registered, non-profit, non-governmental organization founded in 1997. CFC seeks to build empowered lives for children within at-risk populations through awareness raising, capacity building and/or service provision.



## Gift from the Heart

When you give a CFC **Gift from the Heart**, you are supporting a range of programs helping communities in *kutchi abaadis* (urban slums) improve the quality of their lives. Each gift you give will change the life of one or many individuals for the better.

Urban slums house some of the poorest residents of Karachi. Most have no access to clean drinking water, sanitation or health care. Food and water-borne illness is rampant, especially affecting children. Many children are employed in trade, allowing little time for education or play.

CFC attempts to tackle many of these issues through our projects in Machar Colony, Karachi's largest unofficial *kutchi abaadi*. Your gift, however small, will go directly towards helping CFC build programs to support, empower and enrich the lives of the residents of Machar Colony.

Whether it's a month's supply of medical supplies for our Mother and Child Clinic or seeds for our Chula Chowk garden, you can trust us to spend the money wherever the need is greatest, building projects that help people overcome poverty-based obstacles to health, education and environment.

When you buy a gift for friends or family, CFC sends them a beautiful card detailing your gift featuring art work produced by students of our own Machar Art Program.

Get a **Gift from the Heart** for someone you love and support underprivileged families improve their lives.

## Adopt A Project Scheme

Through our **Adopt a Project** scheme, you can choose to sponsor one or more of our programs for six months or a year.

Corporations that adopt a project will have their logo prominently displayed on the site of the project as well as a link to their website from ours. In addition, we will send you reports and photographs on how your project is doing on a quarterly basis. Field visits to your adopted site can be facilitated for your staff and guests.

## Machar Colony

Mohammadi (Machar) Colony is located behind the railroad tracks on Maripur Road in Karachi. It is a densely populated 4 sq. km. stretch of land, housing over 700,000 settlers. The colony is commonly known as Machar Colony, derived from both the large population of *machayr* i.e. fishermen in the area, as well as from the abundance of *machar* i.e. mosquitoes found in the area during the night-time. Due to legal/property issues with Karachi Port Trust (KPT), it remains one of the most underdeveloped areas of Karachi.

Although almost all residents of the community are of the Muslim religion, they come from a variety of ethnic backgrounds. The wide ethnic diversity of the community includes refugees from Afghanistan, Burma and Bangladesh.

There is an 80% illiteracy rate in the community, with a majority of these numbers being women and girls. Less than ten percent of the community's children attend school, as they are encouraged by their families to seek employment—usually within the shrimp peeling industry.



## Mother Child Health Clinic (MCH)

—because all children deserve a healthy start in life

**Your gift of just Rs 1000 can provide pregnancy tests leading to early diagnosis and care for 100 women**

The MCH constantly provides low-cost health care services, vaccines, treatment, screenings, referrals, access to primary health, preventive health care and awareness of hygienic practices in the community. The MCH also serves as a site to administer a tuberculosis intervention program and direct observational therapy to diagnose and treat patients with tuberculosis in the community.

Strategically located within Machar Colony, the clinic houses the colony's only qualified doctor (MBBS) and services approximately 50 patients on a daily basis.



“CFC's Mother Child Health Clinic is very well managed. Healthcare is something which should be the top priority after poverty alleviation for Pakistan in general and slums like Machar Colony in particular. Attendance in the clinic has shown that it commands lots of confidence in the local community.”

—Sitwat Naeem, Director Operations, Naya Jeevan For Kids, NGO Partner

Provide pure drinking water for 500 patients a month	<b>Rs 300</b>
Provide pregnancy tests for 100 patients	<b>Rs 1000</b>
Provide one month's rent for the MCH allowing it to serve upto 800 patients	<b>Rs 4000</b>
Provide bandages, syringes and other medical essentials for 600 patients	<b>Rs 5000</b>
Adopt the MCH Program for one year	<b>Rs 600,000</b>



## Mobile Healthcare

—because no child should miss out on life due to illness



**Your gift of just Rs 25,000 can provide medical care to over 1500 school-going children for a month**

Launched in 2005, CFC's Mobile Healthcare Program brings a qualified doctor into Machar Colony schools where they provide a range of free medical services to students. Medical records of each child are maintained to ensure timely follow-ups. One doctor can serve up to four schools a week, potentially treating 800 students.

Mobile healthcare means that many illnesses that would otherwise go undetected are effectively diagnosed and treated, lowering the rate of absenteeism in the school. Mobile Health Doctors also provide counseling, information and appropriate referrals as needed.



"CFC is doing good work in the health sector and the staff is very genuine in their desire to help the residents of Machar Colony."

—Sami Sahab, Principal, Ayesha Secondary School, Machar Colony

Provide transportation for a qualified doctor to 5 schools for one month	<b>Rs 2000</b>
Provide the community with a trained doctor for one month	<b>Rs 20,000</b>
Adopt the Mobile Healthcare Program for six months	<b>Rs 750,000</b>

## Healthcare Camps

—because every individual has the right to safe, effective, affordable treatment



**Your gift of just Rs 20,000 can provide much-needed medical treatment to 50 patients**

To provide health education and consultations, CFC started healthcare camps in 2000 which continue to be repeated on a quarterly basis.

Each camp provides free medical consultations, referrals for treatment, and medication, servicing approximately 400 individuals within six hours.

Provide 50 patients at the camp with free health care and medication	<b>Rs 2000</b>
Provide 4 doctors with transportation to the camp	<b>Rs 4000</b>
Adopt the Healthcare Camps Program for one year	<b>Rs 300,000</b>

## Traditional Birth Attendant Training

—because no woman should have to die giving life

**Your gift of just Rs 5000 can ensure safe, healthy births for 10 mothers and babies**

The vast majority of births in Machar Colony take place at home with little or untrained assistance. Local midwives or *daees* generally have many years of delivery experience but no instruction in identifying high risk pregnancies. In addition, a lack of access to clean delivery tools increases the risk of maternal and newborn infections.

CFC's Traditional Birth Attendant Training Program recruits local *daees* and provides comprehensive training on identifying and referring risky pregnancies as well as emphasizes clean delivery practices, family planning and infant inoculations. Because we work with midwives in the community, training also leads to a better income for them and their families.



Provide 10 safe delivery kits

**Rs 5000**

Provide training to 10 *daees*

**Rs 50,000**

Adopt the Traditional Birth Attendant Training Program for one year

**Rs 100,000**

## Chula Chowk (Community Kitchen)

—because every woman has the right to feed her family well

**Your gift of just Rs 1000 can feed a family of 8 for one year**

The Chula Chowk Pilot Project is based in the Bengali area of Machar Colony, which houses people with the lowest income in the community.

The Chula Chowk houses several stoves which are equipped with LPG (gas) cylinders. Women at the kitchen cook in shifts with a one hour information session twice a week. These sessions cover nutrition, food hygiene and also serve as a platform for CFC to launch its mental health awareness talks.

A designated children's play area with a trained staff worker also provides participants' children with a safe and healthy environment for play and learning.



"I really like it here. The environment is very safe and I'm able to cook much quicker on the gas stoves. Best of all, I really like meeting the other women at the Chula Chowk and developing new friendships."

—Mumtaz, age 34

Provide the Chula Chowk with clean water for one month

**Rs 800**

Provide the Chula Chowk with one stove used by 3 families

**Rs 1000**

Provide one month's rent for the Chula Chowk used by upto 30 families

**Rs 3000**

Provide children at the Chula Chowk with a locally employed caregiver

**Rs 6000**

Adopt the Chula Chowk Pilot Project for one year

**Rs 600,000**

## Machar Art

—because every child has the right to express themselves

**Your gift of just Rs 5000 can bring the joy of art to 25 children in urban slum areas**

CFC's annual art program provides Machar Colony school students access to training from professional artists and photographers. In addition, the art program serves an important therapeutic goal in allowing children in the community free expression and the room to work through art as a means of telling stories about their lives.

Their artwork is displayed at an annual exhibition helping to raise awareness in the general community about the deplorable conditions in which residents of Machar Colony live.



“CFC is a dedicated group of individuals with whom it is a pleasure to work! I have shot with them for two years now and found each consecutive assignment more rewarding. On a shoestring budget they have managed to put smiles on the faces of many a child. Thank you for introducing me to Machar Colony, where in spite of their hardships the children always laugh!

—Tapu Javeri, Photographer

Provide art supplies to 25 students for 3 weeks

**Rs 5000**

Provide assistance to the annual art exhibition to display student artwork

**Rs 10,000**

Provide photography supplies to 50 students for 3 weeks

**Rs 25,000**

Adopt the Machar Art Program for one year

**Rs 500,000**

## Disaster Relief

—because we can help rebuild shattered lives

**Your gift of just Rs 1000 can shelter a family from the rain**

CFC was heavily involved in disaster relief work in Kashmir following the devastating earthquake of 2005. Our work included care packages, mental health counseling and setting up temporary schools. As part of our commitment to the community in Kashmir, we are now building a permanent, earthquake proof school to house 100 students in Bandhi Chakka.

In addition CFC is involved in developing disaster preparedness in Machar Colony, which has no developed sewage system and floods periodically. Houses are often not waterproof and logged sewage water can enter homes, resulting in escalating rates of cholera, hepatitis and dysentery.



Contribute to the construction of a school

**Rs 1700/sq. foot**

Provide plastic sheets to rain proof 3 houses

**Rs 3000**

Provide *naala safai* (sewage line cleaning) to the community for one month

**Rs 10,000**



## How to Give

It's easy to give a CFC **Gift from the Heart**. Simply fill in both sides of the following form and send it to us along with your donation in cash, crossed cheque or pay order.

Direct deposit facilities are available through our Citibank account:

Account 5785567007  
Swift Code CITIPKKX  
Citibank N.A. AWT Plaza,  
I.I. Chundrigar Road, Karachi.

You may also deposit your completed form with donation at our convenient **CFC Drop Boxes**, found at selected Citibank branches, The Hot Spot, and Ego outlets in Karachi, Lahore and Islamabad (addresses on form).

For corporations wishing to **Adopt a Program**, please contact us at [info@concernforchildren.org.pk](mailto:info@concernforchildren.org.pk) or call us during office hours at +9221-3220-1384, +9221-3231-1105.

**Concern for Children Trust**  
35 Dockyard Road,  
West Wharf, Karachi.

You can also visit us on the web at [www.concernforchildren.org.pk](http://www.concernforchildren.org.pk).

Program	Area of Donation	Cost	Quantity	Total
<b>Mother Child Health Clinic</b>	Provide pure drinking water for 500 patients a month	<b>Rs 300</b>		
	Provide pregnancy tests for 100 patients	<b>Rs 1000</b>		
	Provide one month's rent for the MCH allowing it to serve upto 800 patients	<b>Rs 4000</b>		
	Provide bandages, syringes and other medical essentials for 600 patients	<b>Rs 5000</b>		
	Adopt the MCH Program for one year	<b>Rs 600,000</b>		
<b>Healthcare Camps</b>	Provide 50 patients at a camp with free health care and medication	<b>Rs 2000</b>		
	Provide 4 doctors with transportation to a camp	<b>Rs 4000</b>		
	Adopt the Healthcare Camps Program for one year	<b>Rs 300,000</b>		
<b>Mobile Healthcare</b>	Provide transportation for a qualified doctor to 5 schools for one month	<b>Rs 2000</b>		
	Provide the community with a trained doctor for one month	<b>Rs 20,000</b>		
	Adopt the Mobile Healthcare Program for six months	<b>Rs 750,000</b>		
<b>Traditional Birth Attendant Training</b>	Provide 10 safe delivery kits	<b>Rs 5000</b>		
	Provide training to 10 <i>daees</i>	<b>Rs 50,000</b>		
	Adopt the Traditional Birth Attendant Training Program for one year	<b>Rs 100,000</b>		
<b>Chula Chowk (Community Kitchen)</b>	Provide the Chula Chowk with clean water for one month	<b>Rs 800</b>		
	Provide the Chula Chowk with one stove used by 3 families	<b>Rs 1000</b>		
	Provide one month's rent for the Chula Chowk used by upto 30 families	<b>Rs 3000</b>		
	Provide children at the Chula Chowk with a locally employed caregiver	<b>Rs 6000</b>		
	Adopt the Chula Chowk Pilot Project for one year	<b>Rs 600,000</b>		
<b>Machar Art</b>	Provide art supplies to 25 students for 3 weeks	<b>Rs 5000</b>		
	Provide assistance to the annual art exhibition to display student artwork	<b>Rs 10,000</b>		
	Provide photography supplies to 50 students for 3 weeks	<b>Rs 25,000</b>		
	Adopt the Machar Art Program for one year	<b>Rs 500,000</b>		
<b>Disaster Relief</b>	Contribute to the construction of a school	<b>Rs 1700/sq. foot</b>		
	Provide plastic sheets to rain proof 3 houses	<b>Rs 3000</b>		
	Provide <i>naala safai</i> (sewage line cleaning) to the community for one month	<b>Rs 10,000</b>		
			Subtotal	
Your additional donation of any amount is also greatly appreciated			Donation	
			<b>Total</b>	

**Sender's Details**

Mr / Mrs / Miss / Ms    First Name     Last Name   
Address   
Postcode     City     Country   
Telephone     Mobile Phone   
Email Address

**Recipient's Details**

Mr / Mrs / Miss / Ms    First Name     Last Name   
Address   
Postcode     City     Country   
Telephone     Mobile Phone   
Email Address

**Payment Details**

You can pay either by cash, cheque or pay order

I have enclosed cash

I have enclosed a cheque payable to "Concern for Children Trust"

I have enclosed a pay order payable to "Concern for Children Trust"

**Citibank Drop Boxes****Karachi**

State Life Building, No 1, I.I. Chundrigar Road  
Park Avenue Building, 24-A, Block 6, PECHS, Sh-e-Faisal  
Hassan Center, Block 16, Gulshan-e-Iqbal  
Plot 18-C, Shahbaz Commercial Area, DHA Phase 6

**Lahore**

Plot 130-E-1, Gulberg-3, Main Boulevard

**Islamabad**

94 West, Aamir Plaza, Jinnah Avenue, Blue Area

**The Hot Spot Drop Boxes****Karachi**

Shop 8, Street 33, Tauheed Commercial Area, DHA Phase 5

**Lahore**

31/32, Saeed Anwar Enclosure, Gaddafi Stadium, Gulberg

**Ego Drop Boxes****Karachi**

5C, 6th Commercial Lane, Zamzama  
First Floor, The Forum

**Lahore**

Mall of Lahore  
Bahria Towers, Cantt