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## Family Educational Services Foundation

Family Educational Services Foundation (FESF) is a non-profit educational organization active in Pakistan since 1984. FESF is dedicated to enhancing the quality of life for all members of the community, especially those who are disadvantaged. We invest in educational development and services to enable recipients to gain competency and self-sufficiency, empowering them to reach their full potential.

## Donor Benefits

Donors can claim income tax credit on all donations to FESF. FESF is also eligible for Zakat and approved by the Zakat and Ushr Dept., Gov't of Sindh. Zakat funds are kept in a separate Shariah compliant bank and expensed according to Shariah guidelines.

## Legal Status

FESF is setup under a license from the Securities and Exchange Commission of Pakistan under section 42 of the Company Ordinance, 1984. Approved U/S2 (36) of the Income Tax Ordinance 2001, read with rule 212 of the income rules, 2002. FESF accounts are audited by Haroon Zakaria & Co.

## FESF at the United Nations

FESF is honored to be a consultative member of the United Nations Economic and Social Council (ECOSOC), and part of a select number of organizations that are helping to formulate and implement programs in support of the Sustainable Development Goals (SDG's) - both in Pakistan and globally.

## OUR PROGRAMS

### DEAF REACH

The Deaf Reach Program is working to meet the great need for Deaf education in Pakistan. The program's innovative and holistic approach includes education and marketable skills training for deaf children and youth; development of teachers and interpreters; training for parents and communities; advocacy; employment and job placement; and the development of educational resources for the Deaf.



### EDUSERVE

The EduServe program builds capacity in youth, corporate employees, parents, and educators. Our training programs are crafted to provide quality educational experiences and opportunities for personal and professional growth.





## DIRECTOR'S NOTE



It was a seminal year for FESF and thanks to your support we were able to achieve some exciting and impactful milestones.

**Pakistan Sign Language (PSL) Resources** were launched and distributed nationwide, winning the **PASHA award** and providing effective literacy and communication tools for the Deaf community. Through better education and learning resources, we are giving the Deaf a voice, and a chance to have a better life.

**We represented Pakistan at the World Congress of the Deaf** in Istanbul, Turkey and our presentation was impactful. We have since received **inquiries from other countries** who would like to replicate the model of the PSL Resources for their nation.

I'm happy to announce that **Deaf Reach School is now a College**, and we couldn't be more proud of our teachers and staff who provide such a high level of passion and dedication day in and day out.

This year also saw the **growth of the EduServe Program**, led by **MOVE** focusing on youth leadership, and **CONNECT** building capacity in teachers, parents and administrators. We also launched **KAR DIKHAO**, an exciting civic action campaign for youth.

Thank you for being a part of our journey, and for your support in the year ahead to help us continue to do great things that make a significant impact, helping change lives in Pakistan.

Richard Geary  
Executive Director



“ If we view the Deaf community not as a disability group, but as a minority culture that speaks another language (sign language), our perception changes. We then realize that to succeed the Deaf simply need empowerment through education; the same opportunity that is everyone's right.”

-Richard Geary, founder of the Deaf Reach Program





## ABOUT DEAF REACH

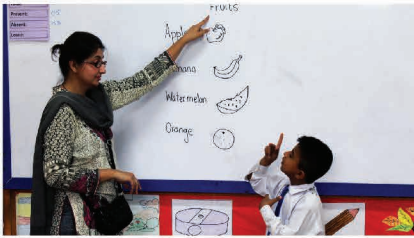
There are over 1.25 MILLION deaf children in Pakistan; yet less than 2% attend school.

Deaf Reach Schools and Training Centers are located in Karachi, Hyderabad, Sukkur, Nawabshah, Tando Allahyar, and Lahore. The Deaf Reach Program is a holistic model, providing free education for deaf children as well as skills training, teacher development, parent training, job placement and more.

Help us give them a Voice! With your support we can make education a reality for Deaf children across Pakistan.

### 1. Academics

Students follow a robust curriculum from KG through Matriculation which is taught in their native language, Pakistan Sign Language (PSL). All students are ultimately tri-lingual, literate in PSL as well as in Urdu and English.



### 2. IT Skills

Deaf Reach students are provided computer training from an early age to ensure they are tech savvy and knowledgeable in accessing digital learning resources.

### Code Ear in Action

Code Ear, a program to teach deaf students computer coding, was initiated in collaboration with GroCode, an innovative marketing and technology company. The program exposes students to cutting edge computer science education while they learn the basics of coding for the web.





### 3. Pick and Drop

Students are provided door to door pick and drop services in both urban and rural areas up to a radius of 40 km, making it possible for deaf children from outlying areas to attend school.



### 4. Parent Training

Parents and family members of students at Deaf Reach are provided transport every fortnight to attend PSL classes at all Deaf Reach campuses, assisting them in learning to communicate actively with their deaf children.



### 5. Teacher Development

Regular training sessions are conducted throughout the year to provide teachers with ongoing support in their career development. Trainees gain hands-on experience by interning with experienced teachers, with many growing into positions of leadership. **Over 50% of Deaf Reach's teaching staff and management are Deaf.**



## 6. Job Placement

Deaf Reach works with the corporate sector to deliver a full circle solution for young deaf adults by providing training in marketable skills and assisting in the employment process. Deaf Reach's job placement program has resulted in jobs for over 500 young deaf adults in companies such as:

- Alfalah Bank
- Allied Caterpillar
- Continental Biscuits
- DHL
- Engro
- KFC
- Pizza Hut
- Movenpick Hotel
- Shell
- UBL Bank and numerous other SME organizations.

### KFC OPENS ITS 7TH DEAF-OPERATED OUTLET IN PAKISTAN

KFC and FESF have collaborated to advocate for equal opportunities for the Deaf community in Pakistan. Over 125 young deaf men and women are employed at KFC's seven Deaf-operated branches throughout Pakistan, the newest being the recently inaugurated branch in Federal B Area, Karachi.





## 7. Marketable Skills Training:

Deaf Reach offers skills training to all students ages 12 and older.

All school branches are equipped with vocational training labs offering courses in IT skills, cooking and nutrition, arts, handicrafts, weaving, sewing, embroidery and tailoring.

Under the banner of the innovative Dast'khat Program, students learn to make creative items that are available for sale in the Dast'khat Store located on Deaf Reach campuses. When you buy a Dast'khat product, you not only get a unique and hand-made item, but you also create an empowering circle that continues to give and benefit others.



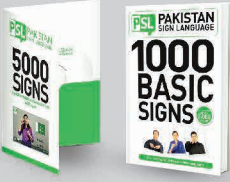
## 8. Deaf Reach College

Deaf Reach is now a College!

We are proud to announce that Deaf Reach now has its first college class, and has gained affiliation with the Board of Intermediate Education. Please join us in congratulating our teachers and staff who have worked tirelessly to provide high quality education for our students. Following their outstanding success in the matriculation examinations, we are confident that our students will continue to excel in their college level studies.

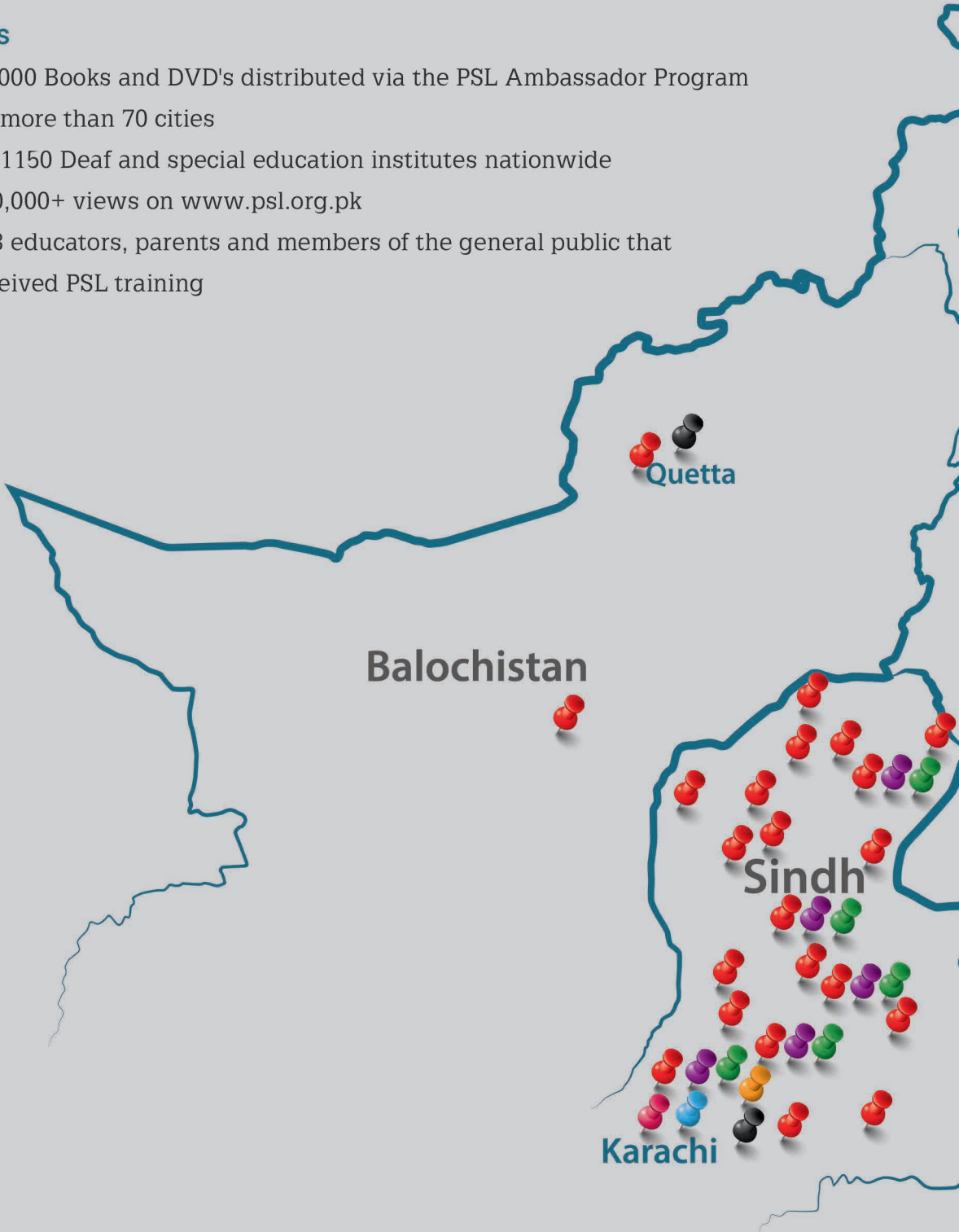


## PSL NATIONWIDE IMPACT MAP

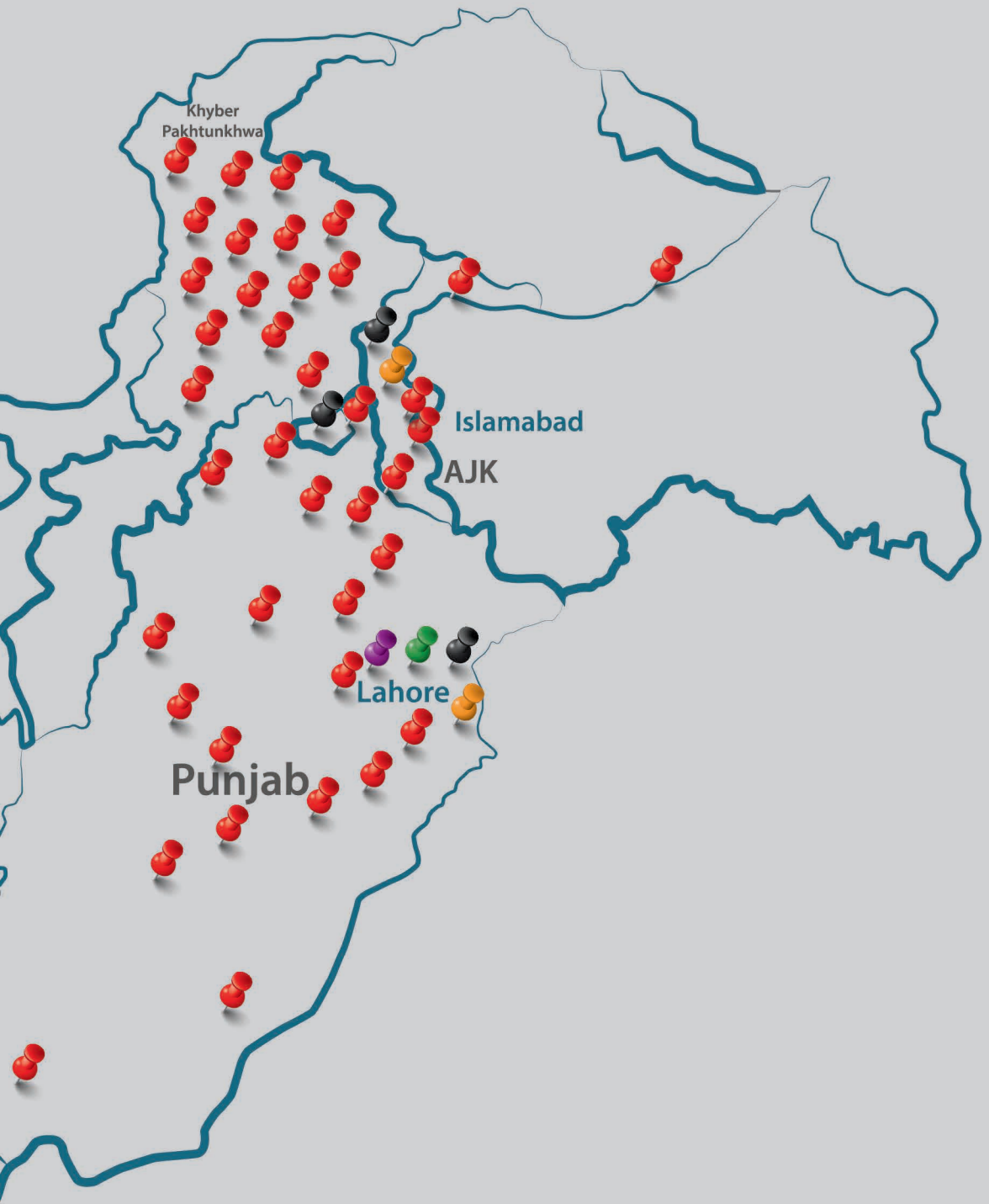


### FAQs








- 17,000 Books and DVD's distributed via the PSL Ambassador Program
- To more than 70 cities
- To 1150 Deaf and special education institutes nationwide
- 500,000+ views on [www.psl.org.pk](http://www.psl.org.pk)
- 778 educators, parents and members of the general public that received PSL training







### PSL Nationwide Impact Map

-  PSL Amabassador Program Outreach
-  PSL Training courses for Parents at Deaf Reach Schools
-  PSL Training courses for Master Trainers at Deaf Reach School
-  PSL Training courses for General Public at Deaf Reach Schools
-  PSL Advocacy visits to engage with Gov't of Pakistan
-  PSL Launch Events
-  PSL Press and Media Conference



## About PSL - Bridging the gap with technology

- A 5,000 word digital lexicon in both English and Urdu with free access at [www.psl.org.pk](http://www.psl.org.pk)
- PSL Phone app for both Android and iOS phones
- A 5,000 word DVD available for order
- A book, **1,000 Basic Signs** with translations in English, Urdu Punjabi, Sindhi, Pashto and Balochi

These open-access PSL resources, winner of the PASHA award, are available countrywide to assist the Deaf in gaining literacy skills, and to enhance their opportunities for education, employment and social inclusion.

## PSL Resources Launched Nationwide

FESF, in collaboration with Ilm Ideas, hosted the launch of PSL Resources in Karachi, Lahore and Islamabad. These events were attended by audiences comprised of principal businessmen, prominent media outlets, diplomatic community members, and corporate sector patrons of the project.



## Deaf Reach Ambassador Program

Deaf Reach representatives travelled to 70 cities from AJK to Balochistan, visiting schools, holding town hall meetings, and engaging the Deaf communities in each area to ensure widespread distribution of PSL Resources to the beneficiaries and their families.





## FESF Meets Relevant Government Departments in All Provinces and Regions of Pakistan

FESF presented policy briefs to Education and Special Education Ministries in Sindh, Balochistan, Punjab, Islamabad (ICT), KPK and AJK. The meetings centered on best practices for Deaf education, teacher training for the Deaf, and the use of Pakistan Sign Language (PSL) in provincial government institutions.



## PSL Training Courses

PSL training courses were conducted for parents, educators, government instructors, and members of the general public. More than 750 attendees received PSL instruction at Deaf Reach campuses.

## Deaf Reach at the World Congress of the Deaf in Turkey

Deaf Reach gave a very well received presentation at this year's 17th World Deaf Congress in Istanbul, Turkey attended by representatives from over 100 countries. The Deaf Reach model for deaf education and employment drew praise from the delegates. FESF acknowledges with appreciation the support of Turkish Airlines in providing complimentary air travel to the event.





## DEAF REACH CAMPUS – RASHIDABAD TANDO ALLAHYAR

With a capacity of hosting over 500 students and equipped with state of the art facilities, FESF is proud to announce the inauguration in September 2014 of its Rashidabad Deaf Reach School campus. With over 20 classrooms, vocational training labs and residences, Deaf Reach Rashidabad will be a center of excellence for Deaf Education in the country. Now in its maiden year, 140 Deaf students are enrolled and beginning their studies for the first time.

Our thanks and appreciation to the Rashid Memorial Welfare Organization for providing the land and building on a no-cost basis, and to Community Development Program, Govt. of Sindh and USAID for their collaborative support in providing the furnishing, equipment, and initial operational expenses.









## COMMUNITY INVOLVEMENT

- KFC Pakistan celebrated its partnership with Deaf Reach Schools via its Mitao Bhook campaign, where every bucket of chicken raised Rs. 50 in support of Deaf Reach student scholarships.
- Mondalez Ltd. (formerly Kraft Foods) sponsored the Deaf Reach Healthy Living program, providing nutrition, sports activities, and more. Their volunteers also engaged in school activities.
- The DuPont team sponsored skills training of girls in Karachi and Hyderabad, and volunteered their time to engage with the students during their vocational classes.
- Critical Mass Karachi organized a fundraising bicycle ride in support of Deaf Reach Schools with over 190 cyclists and runners participating.
- L'Oreal hosted World Citizen's Day at Deaf Reach School with a full morning of fun activities and food with the students. In addition, they sponsored the set up of a new Science Lab.
- Turkish Airlines celebrated Turkey's National Sovereignty and Children's Day at Deaf Reach with activities between Turkish Airlines representatives and Deaf Reach students.
- Deaf Reach welcomed 30 delegates from the Pakistan Dental Community Foundation who provided instruction on oral care and hygiene for the teachers and students.



## KASHIF AND IQRA – A SUCCESS STORY

Kashif and Iqra are siblings who both lost their hearing when they became severely ill with typhoid fever many years ago. They live in Baldia Town, a slum area of Karachi, and their mother, Mrs. Asmat, knows the reality of the stigma attached to Deafness all too well.

"In our area, people call such kids mad because they are deaf", she says. "I used to get depressed and cry about people's behavior toward my children. My kids are as smart as other kids, but before finding Deaf Reach, they didn't have any opportunity to go to school. They are good and obedient children who care for each other and their parents."

Kashif, 20 yrs., is a tailor trainee at the Deaf Reach Training Center, Karachi. "I used to live in the house like a prisoner. I had no life and no friends. When I visited Deaf Reach I met other Deaf people like me. My teachers taught me a lot of skills, such as how to stitch and how to take clothes sizes. I also improved my sign language, and have taken basic computer classes. Everything I have learned has been very useful for me, and my teachers have shown me the right path."

Iqra, 15 yrs., is currently a student at the Deaf Reach School and enjoys learning from a robust curriculum based on Pakistan Sign Language. "I enjoy the computer classes and PSL courses the most as they open up communication for me and my family."

Their mother is thrilled that they are both benefiting from the Deaf Reach programs. "Ever since my children have had the chance to go to school I feel more content and satisfied. I am thankful to God, and my heart is more peaceful and less worried now."





# THE EDUSERVE PROGRAM







 **NBP**  
National Bank of Pakistan

**M-VAI**

conducted by



**Family  
Education  
Services  
Foundation**

## THE EDUSERVE PROGRAM

EduServe builds capacity in youth, corporate employees, parents, and educators. Our training programs are crafted to provide quality educational experiences and opportunities for personal and professional growth.



## MOVE

The Motivated Volunteer Empowerment Program (MOVE) is an innovative leadership training program which empowers youth across Pakistan to take action and respond to needs in their communities. The program combines interactive and lively training sessions with supervised hands-on project work to give participants a full leadership experience, enabling them to take action in many civil and professional spheres.

Working alongside the Karachi Youth Initiative (KYI), and with additional sponsorship from National Bank of Pakistan, MOVE activities were conducted at many schools and colleges in Pakistan, and in outlying areas of Karachi which had never before had the opportunity to participate.

- 39 training programs conducted across Pakistan.
- 1,645 youth trained in team building, project development, fundraising and volunteerism.
- 161 youth-led social action projects resulting in community uplift.
- 30,248 beneficiaries reached as a result.





## KAR DIKHAO

In December 2014 we launched Kar Dikhao, a 6-months long civic action program for youth. This was done in support of the “I AM KARACHI” campaign, which brought together businesses, civil society and artists to reimagine Karachi, reclaim public spaces, and promote diversity, ownership and pride.

- Over 1,300 young people participated from schools, colleges, universities and youth clubs.
- 60,400 beneficiaries were reached through civic activities, community development, social awareness and skills training events.





## CONNECT

CONNECT workshops build capacity in teachers, parents and educational administrators working in the field of mainstream and special education. CONNECT provides a stimulating environment where participants can explore new strategies to enhance learning and teaching. Course content covered lesson planning, assessment strategies, methodology, reflective practices, behavior management, communication skills and positive teaching and parenting skills.

- 44 master trainers were mentored in the implementation of a one month Summer Training Program
- Ongoing training courses were conducted for 235 teachers throughout the year.



### A WORD FROM OUR PARTICIPANTS

“Before this campaign I knew much was wrong but I just complained and made excuses. This experience helped me realize that I am the one who can make the change. Thank you for giving me this opportunity to learn about my society, not in a judgmental manner, but as a responsible member of it.”— Team Ignite, ages 16 - 19, Metroville Community School, SITE, Karachi

“The best part of the MOVE program was that we learned how to put aside our own pain and recognize what others are going through.” – Hassan, 19 years, Pinnacle Academy, Baldia, Karachi.

“The program inspired me to be a better person and for the first time I saw how I can serve others.” –Azan Khan, 16yrs., Gov. Boys School, Qasba Colony, Orangi Town, Karachi.

## FAMILY EDUCATIONAL SERVICES FOUNDATION

### INCOME AND EXPENDITURE ACCOUNT



For The Year Ended June 30, 2015

	2015	2014	2013
	<i>Rupees</i>	<i>Rupees</i>	<i>Rupees</i>
<b>INCOME</b>			
Donations	136,002,200	90,351,813	99,068,161
Donation in kind	1,553,885	2,562,553	5,095,603
Other Income	8,221,719	7,944,039	5,151,121
Total Income	<b>145,777,804</b>	<b>100,858,405</b>	<b>109,314,885</b>
<b>EXPENDITURE</b>			
Student Benefits	2,525,564	2,751,650	5,803,997
Utilities & Hospitality	6,922,394	5,095,012	3,197,586
Salaries and other benefits	46,998,946	39,360,324	31,433,606
Transportation and Maintenance	19,297,034	18,049,440	16,267,913
Operational Expenses	20,917,459	20,796,794	17,300,941
Insurance	856,993	917,170	782,544
Events, Functions and Fundraising Program	4,566,624	2,144,493	1,590,099
Community Service	1,211,446	2,415,117	774,769
Pakistan Sign Language Project	15,546,198	7,610,991	3,806,891
Eduserve Training Program	9,247,639		
Total Expenses	<b>(128,090,296)</b>	<b>(99,140,991)</b>	<b>(80,958,346)</b>
Excess of Income over expenditure	17,687,507	1,717,414	28,356,539
Project Designated Funds	(11,643,909)		(25,468,452)
Surplus for the Year	6,043,598	1,717,414	2,888,087



# How You Can Help

## VIA ONLINE SERVICES:

<http://www.fesf.org.pk/make-a-donation>    
Donors in USA, Canada, and the UK are exempt from tax on donations.

Donate Etihad Miles: <http://www.goo.gl/x3rxm>

## VIA BANK TRANSFER OR CHECK:

Family Educational Services Foundation  
Account #: 01-2412802-01 (All currencies)  
Standard Chartered Bank  
World Trade Center, 10 Khayaban-e-Roomi, Boat Basin, Karachi, Pakistan  
Swift Code: SCBLPKKXAXX  
IBAN Code: PK67 SCBL 0000 00 124 128 0201

## SEND CHECKS TO:

Family Educational Services Foundation  
Office No. 302, Plot 16 – C, Rahat Lane 3, Phase VI, D.H.A,  
Karachi, Pakistan  
Tel: +9221-35848428

FESF is approved as Zakat compliant by Zakat & Ushr Dept., Gov't of Sindh. All donations are tax exempted and receipted. Please include email address with your information.

FESF is setup under a license from Securities Exchange Commission of Pakistan under section 42 of the Company Ordinance, 1984. Approved U/S2(36) of the Income Tax Ordinance 2001, read with rule 212 of the income rules, 2002.







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