



Family  
Educational  
Services  
Foundation

Annual Report  
2013



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 provide innovative training programs and services to enable recipients to gain competency and self-sufficiency, empowering them to reach their full potential.



**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.



**MOVE**

The MOVE (Motivated Volunteer Empowerment) Program trains and engages Pakistani youth in volunteerism and community development. The program directs and motivates volunteers to identify the needs in their communities, and plan and implement innovative solutions through social action projects.



**Eduserve**

The Eduserve Program aims to strengthen the educational infrastructure by providing training to teachers, parents and educational administrators. The program's courses focus on teaching methodologies and best practices, pedagogy, and child development and psychology for educators working in the field of mainstream and special education.





## Director's note

It's been said that "Empowerment is not the thing you do to people or for people, it is the impediment you remove, creating space for people to empower themselves."

This statement summarizes FESF's mission and the activities of the past year – a year of innovation and expansion in our network of Deaf Reach Schools and services for the Deaf, the scaling up of our MOVE youth volunteer training programs, and pioneering the development of innovative educational resources. The following pages provide a bird's eye view of these activities and achievements, and motivate us to look forward with greater vision and commitment to providing services and opportunities that will ultimately empower those in need.

The FESF team and all our beneficiaries join me in thanking you for your friendship and support. It makes a significant difference!

Richard Geary  
Executive Director



## New campus opens in Nawabshah

Deaf Reach opened its fifth campus thanks to start-up funding from the Sindh Gov't CDP-P&D and a rent-free building from Sindh TEVTA.

The campus is the first and only educational facility of its kind for the Deaf in Nawabshah and the surrounding area, and is now providing deaf students and their families with academics, literacy, sign language classes and training in marketable skills.



## Parent Training Program

Deaf Reach campuses hosted bi-weekly workshops throughout the year to train parents in sign language and in the support and care of their deaf children.

An average of 75 parents attended each session. As many of these parents come from low education backgrounds, these regular training sessions not only enabled them to gain competency in sign language, but also to improve their own literacy skills.



## Vocational Skills Training

With generous sponsorship from FESF partners, vocational training labs were set up or upgraded at Deaf Reach campuses in Gulistan e Jauhar, Nanakwara, Hyderabad, Nawabshah and Sukkur.

These improved facilities have enhanced training for students and helped to lay groundwork for the development of a new Deaf Reach product line which will create income generating opportunities for current trainees as well as other Deaf artisans.





## Teacher Training

In addition to regular in-house workshops, Deaf Reach's Teacher Training Program expanded its scope to provide training to teachers at other educational institutes, such as the Ida Rieu School for the Deaf and Blind in Karachi.

The 18-week training program conducted by Deaf Reach trainers strengthened participants' grasp of sign language communication and imparted educational best practices from the Deaf Reach Program.



## Job Placement Program

Deaf Reach works with the corporate sector to facilitate employment for young deaf adults, and provides training to help businesses implement inclusive employment programs for the Deaf.

Over the years the program has helped over 450 deaf adults gain employment at businesses such as DHL, Allied Caterpillar, EFU Insurance, Sheraton Hotel, UBL Bank, Engro, Continental Biscuits, Alfalah Bank, Nobel TV, Butler's Chocolate Cafe, Valet Solutions, Salt and Pepper Village, Pizza Hut and KFC.



## Deaf Reach in Adana, Turkey

The first international branch of Deaf Reach continues to expand its programs to meet the needs of the local community. Founded in collaboration with a Turkish NGO, the center provides deaf students with training in IT skills, Turkish sign language and literacy. Additionally, to date over 200 hearing students have completed sign language courses at the center.

In 2014 the center will also provide deaf students with courses in Culinary Arts, Hotel Services, and Teaching Sign Language.

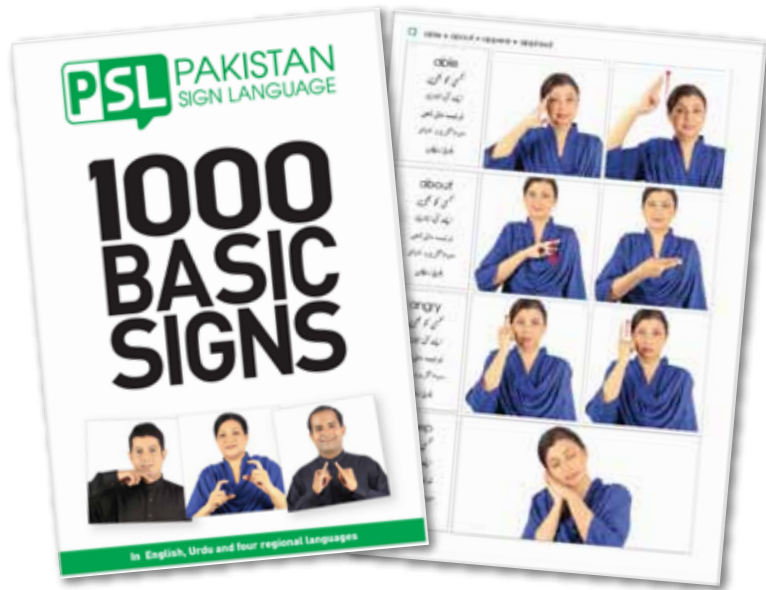
## Pakistan Sign Language Learning Resources

With the support of ILM Ideas (UKAID), FESF has developed Pakistan Sign Language (PSL) Learning Resources to bridge the existing gap in educational materials for the Deaf. This innovative project features a 5,000 word PSL Visual Lexicon on a searchable Web portal, a DVD, a smart phone app, and a book of 1,000 basic signs in English, Urdu, and the four main regional languages of Pakistan.

These open-access PSL resources will be made widely available to assist the Deaf in gaining literacy skills, and enhance their opportunities for education, employment and social inclusion. They will be a key resource for parents and families of the Deaf, and will be a valuable communication tool for teachers, interpreters and employers.

Discover the PSL Visual Lexicon online at [www.psl.org.pk](http://www.psl.org.pk)

### Book



**Seven language inputs** English, Urdu, Sindhi, Punjabi, Pashto, Balochi and PSL

**Directional arrows** for quick reference and easy learning

### Mobile App



**On-the-go access** to 5,000 words in PSL, English and Urdu

**Search feature** for tailored vocabulary building



The Family Education Services Foundation (FESF) has worked towards a better future for everyone for almost 30 years through its educational development programs.

With Pakistan Sign Language (PSL) as part of our Social Inclusion Program, FESF provides an extensive video library which can be a learning tool for those who cannot hear, as well as a form of communication for them, their families and teachers.

SEARCH BY CATEGORY



### CATEGORY

Would you like to learn something new today? Click through our library and start.

- Accessories
- Adjectives
- Adverbs
- Airport
- Appliances
- Around the House
- Art
- Basic Computer
- Basic Phrases
- Ballroom Words
- Recruit

### VIDEO OF THE DAY

Sign up for PSL, then simply sign in, and start learning!



### RESOURCES

Click here to find the appropriate downloads for you today.

Download apps, clips and play games. Practice and learn to see your potential.

Website

www.psl.org.pk





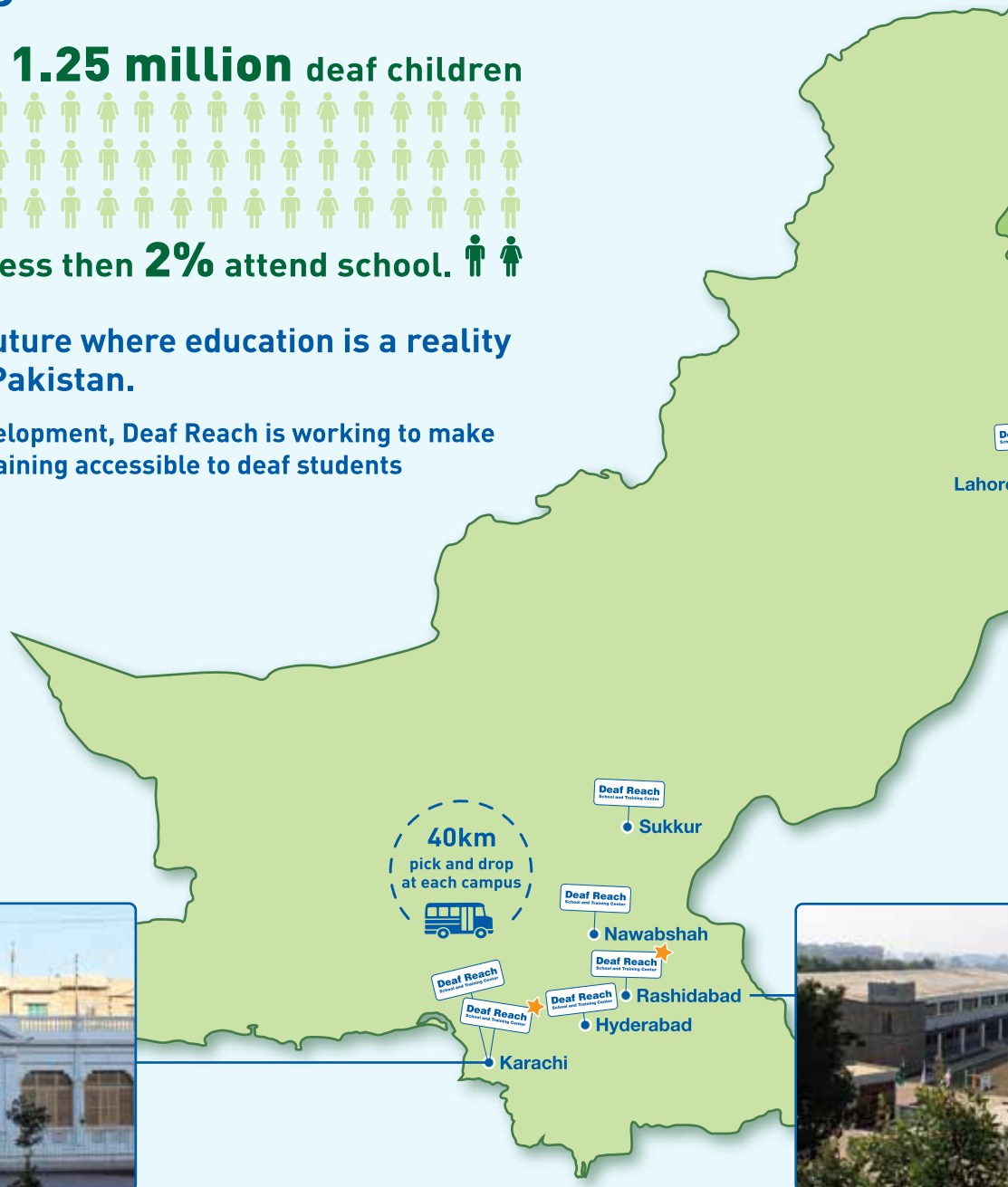
# Deaf Reach at a glance

There are an estimated **1.25 million** deaf children in Pakistan



Deaf Reach envisions a future where education is a reality for all deaf children in Pakistan.

By investing in educational development, Deaf Reach is working to make literacy, education and skills training accessible to deaf students no matter where they live.



★ New Deaf Reach Campus in 2014



Nanakwara, Karachi



Rashidabad, Tando

Karachi

Hyderabad

Rashidabad

Nawabshah



# What makes Deaf Reach different?

From education to employment, from parent training to advocacy, Deaf Reach's holistic approach targets key areas that result in improved education, opportunities and empowerment for the Deaf.



Allahyar



To date over 5,000 deaf students have benefitted from the Deaf Reach Program.



In support of  
**Deaf Reach Schools and Training Centers**

## Give Me 5!

The launch of the Give Me 5 campaign rallied community support towards sponsoring the education of students at Deaf Reach Schools.

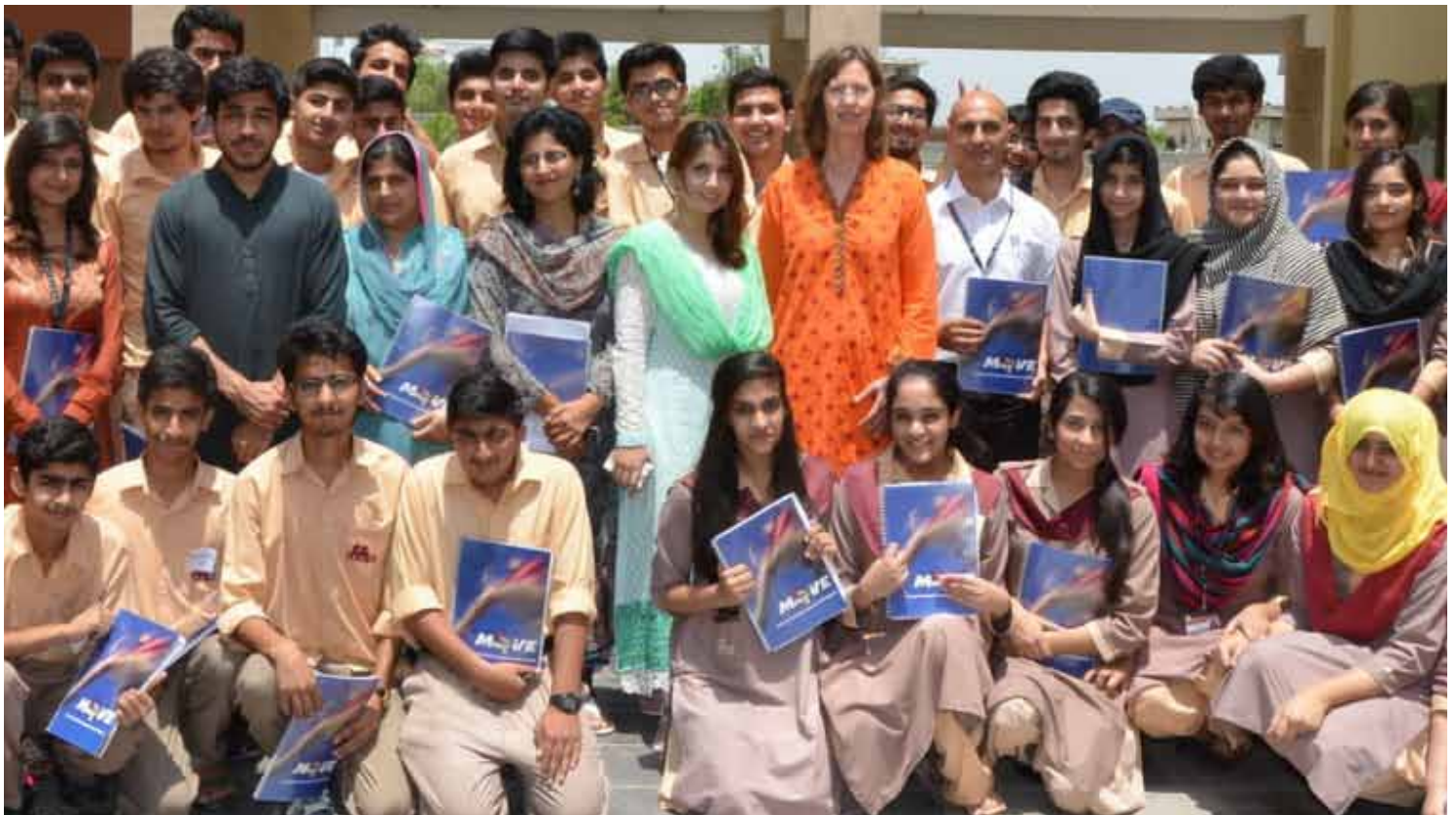
Campaigners cycled, designed T-shirts, hosted bake sales, and participated in walks to raise awareness and support for Deaf education in Pakistan. Their efforts provided 12 students with one-year scholarships.



## The MOVE Program (Motivated Volunteer Empowerment)

The MOVE program aims to bring about positive social change by training and involving youth in meaningful community projects. The action-packed training program equips volunteers to identify the needs in their communities and implement innovative solutions.

There are an estimated 60 million youth in Pakistan, and each one has the potential to make a positive impact. MOVE provides them with training, skills, and mentoring, enabling them to effectively implement their ideas and make a lasting difference in the lives of those they serve.





## Highlights

**18**  
Programs  
conducted  
countrywide

**56**  
Projects  
designed and  
implemented  
by the  
participants

**737**  
Participants  
enrolled in the  
program

**1,500**  
Workdays  
spent by  
volunteers in  
fieldwork

**34,000**  
Beneficiaries  
reached  
by MOVE  
community  
projects

## Impact

The best community work takes place when young volunteers invest in projects they believe in. The MOVE program helps participants assess and match their individual strengths, passion and skills to meet specific needs within the community.

### Urban Development and Environment Campaign

MOVE volunteers mobilized communities to clean and beautify streets, schools, and hospital wards. Volunteers planted flowers and trees, cleared litter and organized waste disposal, and promoted awareness about environmental issues.

### Education and Child Development

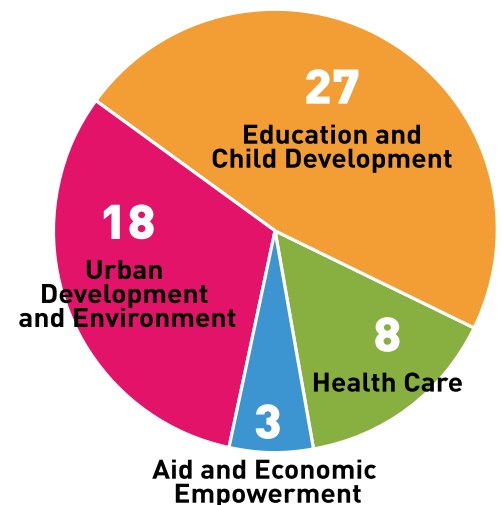
Working to support children's development, MOVE volunteers provided tutoring, organized excursions, held summer camp activities, set up libraries, and offered career counseling guidance to youth.

### Aid and Economic Empowerment

Volunteers conducted campaigns to collect support for victims of the Baluchistan earthquake and set up microenterprises to help needy individuals and families gain self-sufficiency.

### Health Care

Volunteers partnered with doctors to organize medical camps and distribution of free medicine, as well as conducted laughter therapy at hospitals. Each team also worked to create awareness about health and hygiene issues.



# Testimonials

In a short time span we were able to learn so much, especially about leadership. The projects we conducted through the MOVE program might even lead to becoming community-based organizations themselves.

**- Zoya Raza  
Beaconhouse School System, Lahore**

While other community service projects just send us out to work, MOVE helped us learn the techniques and how to carry out the community work. It became easier to set goals, and it was interesting too.

**- Khuram Riaz  
The Lyceum, Karachi**

The MOVE program encouraged me to pursue becoming more active and do what I can for society, and our community project helped me to better understand the educational system in my society.

**- Abdullah Solangi  
Sukkur IBA**

Employing the idea of volunteerism as a trainable and increasable skill set, FESF's MOVE program has helped us in bridging a significant gap that existed for our students between the classroom and the venue of social action.

The experience of creating an impact... and collaborating with each other has given a sense of excitement to our students. Very few programs have been able to motivate our students in a profound way, and FESF's MOVE program is among them.

**- Usman Sarwar  
Regional Career Adviser, Beaconhouse School System**

National Bank is pleased to partner with FESF's MOVE program to promote volunteerism and leadership qualities among the youth of Pakistan. We greatly admire FESF's services and look forward to continued cooperation to inspire our youth to give back to the community.

**- Iqbal Qasim  
EVP/Divisional Head CSR, National Bank of Pakistan**



# Financials

<b>Income</b>	2013 Rupees	2012 Rupees	2011 Rupees
Donations in cash	99,068,161	93,889,089	62,430,420
Donations in kind	5,095,603	2,160,290	2,688,390
Markup income on fixed deposits	2,805,118	2,719,394	3,035,643
Other income	2,346,003	1,170,107	1,285,621
	<b>109,314,885</b>	<b>99,938,880</b>	<b>69,440,074</b>
<b>Expenditure</b>			
Student benefits	5,803,997	6,416,400	6,306,247
Utilities and hospitality	3,197,586	3,202,924	3,325,432
Salaries and other benefits	31,433,606	26,394,432	18,745,119
Transportation and maintenance	16,267,913	13,933,980	15,223,742
Operational expenses	17,300,941	19,817,617	17,564,775
Insurance	782,544	476,843	513,295
Events, functions and fundraisers	1,590,099	1,800,573	1,140,083
Community service	132,737	5,754,835	3,638,339
Distribution of donations in kind	642,032	1,155,202	1,675,890
PSL project expenses	3,806,891		
	<b>80,958,346</b>	<b>78,952,806</b>	<b>68,132,922</b>
Excess of income over expenditure	28,356,539	20,986,074	1,307,152
Upcoming project designated funds	(25,468,452)	(19,654,859)	
Surplus for the year	<b>2,888,087</b>	<b>1,331,215</b>	<b>1,307,152</b>







## How you can help

Zakat and donations may be sent as follows:

**Cross Cheque**

Family Educational Services Foundation

**Direct Deposit**

Family Educational Services Foundation  
Account #01-2412802-01 (PKR / USD / EUR)  
Standard Chartered Bank  
Clifton Branch, Boat Basin  
Karachi, Pakistan  
Swift Code: SCBLPKXXXX

**Donors in USA**

The i-Care Fund America Inc.  
Donate online: [www.i-care-america.org/family-educational-services-foundation](http://www.i-care-america.org/family-educational-services-foundation)  
55 Anderson Street, Suite 445, Boston, MA 02114, USA  
The i-Care Fund America Inc. is a tax-exempt 501(c)(3) org.

**Etihad Giving**

Donate airmiles to educate a deaf child in Pakistan  
Visit Etihad Guest Giving World at: <http://goo.gl/x3rxm>

**“Alone we can do so little; together we can do so much” – Helen Keller**

FESF is set up 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. All donations are tax exempted. FESF is approved as Zakat compliant by Zakat & Ushr Dept., Gov't. of Sindh.



Caring for today - investing in tomorrow



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[deafreachprogram](https://www.facebook.com/deafreachprogram)

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