



# ORGANIZATIONAL PROFILE

- Education Support
  - Health Care
  - Disaster Management
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- Community Services
  - Legal Aid and Cyber Security
  - Youth Empowerment
  - Enterprise Development



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## I. Essential Information

- **Organization Name:** CARE - Community Aid and Rural Empowerment
- **Organization Age:** Founded in 2024
- **Registration Status:** Registered Non-Governmental Organization (NGO)
- **Registration Number:** 5/10289 (Societies Registration Act XXI of 1860)
- **Organization Type:** Rural Development
- **Specialty Areas:** Youth Empowerment, Education Support, Health, Legal Aid, Community Services, Disaster Management
- **Address:** CARE Office, Goldur, Chitral City
- **Phone Number:** +923481970114
- **Active in:** Upper Chitral and Lower Chitral Districts, Khyber Pakhtunkhwa, Pakistan
- **Email Address:** [pakcare.org@gmail.com](mailto:pakcare.org@gmail.com)
- **Official Website:** [www.pakcare.org.pk](http://www.pakcare.org.pk)
- **Office address:** CARE Office, Jamia Mukhsanat Street, Goldur, Chitral.

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## II. Mission, Vision, and Values

- **Mission Statement:**  
"CARE is committed to transforming the lives of marginalized communities by addressing the interconnected challenges of climate change, healthcare disasters, and social inequality. We empower youth, foster entrepreneurship, and promote sustainable development to build resilient and thriving communities."
- **Vision Statement:**  
"CARE - Community Aid and Rural Empowerment, envisions compassionate and resilient communities, where everyone has access to aid, support, and opportunities to thrive."
- **Core Values:**
  - **Integrity:** Upholding transparency and honesty in every action.
  - **Empowerment:** Fostering independence and dignity for all.
  - **Compassion:** Showing empathy in everything we do.
  - **Sustainability:** Promoting solutions that are sustainable.
  - **Collaboration:** Building partnerships for stronger community impact.

### III. Goals and Objectives

- **Overall Goal:**  
CARE aims to uplift marginalized communities by addressing the most pressing issues of climate change, healthcare, social inequality, legal issues, and youth empowerment, thereby fostering sustainable, resilient, and self-reliant communities.
  - **Specific Objectives:**
    1. Provide quality education support to underserved youth and communities.
    2. Improve access to healthcare through local clinics and emergency response initiatives.
    3. Empower youth with skills for entrepreneurship and leadership.
    4. Promote legal aid and raise awareness about rights, especially in rural areas.
    5. Ensure community resilience through effective disaster management programs.
    6. Engage in environmental conservation initiatives to combat climate change.
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### IV. Programs and Activities

**Program Overview:** The services of CARE are divided into the following programs.

- **Youth Empowerment:** Empowering youth to become community leaders and entrepreneurs through training, mentorship, and capacity-building activities.
- **Education Support:** Providing scholarships, learning materials, and support programs for underprivileged children to continue their education.
- **Emergency Response and Disaster Management:** Implementing quick-response initiatives for disaster relief and long-term rehabilitation projects.
- **Legal Aid and Cyber Crime:** Offering free legal services and educating the public about legal rights and cybercrime prevention.
- **Enterprise Development:** Encouraging sustainable small businesses through training, financial support, and mentorship programs.
- **Health Care:** Providing basic healthcare services, vaccinations, health education, and awareness campaigns in rural areas.
- **Community Services:** The Community Services Program aims to improve the quality of life in rural communities by providing essential services like clean water, sanitation, infrastructure development, and social welfare initiatives while promoting community engagement and empowerment.

## 1. Youth Empowerment Initiative

**Introduction:** CARE's **Youth Empowerment Initiative** aims to equip young individuals with the necessary skills and opportunities to become leaders, entrepreneurs, and responsible citizens. The initiative is designed to address the challenges that youth in rural areas face, such as limited access to education, employment opportunities, and resources for personal development. By providing training, mentorship, and platforms for youth to engage in community activities, CARE fosters a new generation of leaders who are prepared to take on roles of responsibility within their communities.

**Goal:** The primary goal of the **Youth Empowerment Initiative** is to empower 100 youth annually with vocational skills that will help them either become employable or start their own businesses. In addition, the initiative plans to establish 10 youth centers with libraries and sports facilities to provide safe spaces for the youth to develop holistically.

### **Plan:**

- **Vocational Training:** Provide technical and entrepreneurial skills training to 100 youth every year, helping them learn in-demand skills such as carpentry, IT, and sustainable agriculture.
- **Leadership Development:** Conduct leadership workshops and mentorship sessions, creating an environment that nurtures young leaders and prepares them to take on important roles in the community.
- **Youth Centers:** Establish 10 community youth centers in key areas within Chitral, including libraries, sports grounds, and digital learning hubs. These centers will act as safe spaces where youth can learn, grow, and engage in activities promoting leadership and entrepreneurship.
- **Sports and Recreation:** Organize community sports events to promote physical health, teamwork, and community engagement.

## 2. Education Support Program

**Introduction:** The Education Support Program focuses on overcoming barriers to education that many rural children in Chitral face. These barriers include financial constraints, lack of school infrastructure, and limited access to educational materials. CARE's mission in this area is to provide scholarships, school supplies, and educational support services to children in marginalized communities, ensuring that they have the resources and opportunities needed to succeed academically.

**Goal:** The Education Support Program aims to reach 50 students annually, providing scholarships, learning materials, and other forms of support to help them pursue their education. The ultimate goal is to improve literacy rates and retention rates among students in rural areas.

**Plan:**

- **Scholarships:** Provide financial support for students to pay admission fees and other school-related expenses, enabling them to stay in school and complete their education.
- **School Supplies:** Distribute school kits, including books, stationary, and uniforms, to students from disadvantaged families to reduce their educational costs.
- **After-School Tutoring:** Establish tutoring services for students who may need additional academic support, focusing on core subjects like math, science, and languages.
- **Awareness Campaigns:** Conduct awareness campaigns to highlight the importance of education, particularly for girls, and encourage community participation in education initiatives.

### 3. Emergency Response and Disaster Management Program

**Introduction:** The Emergency Response and Disaster Management Program is a crucial initiative designed to provide rapid assistance and long-term rehabilitation for communities affected by natural disasters. Given Chitral's vulnerability to floods, earthquakes, and other calamities, this program plays an essential role in mitigating the impact of such disasters and helping communities recover and rebuild their lives.

**Goal:** The goal of this program is to provide disaster relief to at least 300 families annually and implement long-term recovery and rehabilitation efforts to help communities become more resilient in the face of future disasters.

**Plan:**

- **Disaster Relief:** Immediately respond to natural disasters by distributing relief items such as food, water, clothing, and hygiene kits to affected families.
- **Health Camps:** Set up temporary medical camps in disaster-stricken areas to provide urgent healthcare services, vaccinations, and treatment for injuries and illnesses.
- **Rehabilitation Projects:** After the immediate relief phase, focus on rebuilding homes, restoring infrastructure, and providing livelihood support to affected families.
- **Disaster Preparedness:** Train local communities in disaster preparedness and resilience building, including the establishment of early warning systems and emergency response plans.

#### 4. Legal Aid and Cyber Crime Program

**Introduction:** The Legal Aid and Cyber Crime Program seeks to provide free legal assistance and raise awareness about legal rights, particularly for individuals in rural areas who are often unaware of their legal protections. With the growing concerns around cybercrime, the program also focuses on educating communities about online safety, digital rights, and how to protect themselves in the digital world.

**Goal:** The main objective of the Legal Aid and Cyber Crime Program is to offer legal support to those in need and raise awareness about cybercrime prevention. This will empower vulnerable individuals with knowledge and resources to assert their legal rights and safeguard themselves in the digital landscape.

**Plan:**

- **Legal Aid Clinics:** Offer free legal services to marginalized communities, including assistance with civil, family, and criminal law issues.
- **Legal Literacy Campaigns:** Conduct workshops and seminars to raise awareness about legal rights, particularly in areas such as land ownership, inheritance, and family law.
- **Cybercrime Education:** Organize digital literacy workshops, focusing on online safety, recognizing cybercrime, and protecting personal data. These workshops will target both youth and adults.
- **Cybercrime Reporting Mechanism:** Set up a system for individuals to report cybercrimes and seek support in addressing digital threats.



## 5. Enterprise Development Program

**Introduction:** The Enterprise Development Program focuses on fostering entrepreneurship in Chitral, particularly in rural communities where economic opportunities are scarce. CARE's objective is to provide aspiring entrepreneurs with the necessary tools, training, and mentorship to start and grow their businesses. By supporting small and medium enterprises (SMEs), the program helps create local jobs and economic opportunities.

**Goal:** The goal of this program is to encourage the growth of sustainable small businesses through targeted support such as training, financial assistance, and mentorship. The program aims to empower at least 100 entrepreneurs annually and create long-lasting economic opportunities in rural areas.

### Plan:

- **Business Training:** Offer workshops on business planning, marketing, financial management, and sustainable business practices.
- **Seed Funding:** Provide small grants or micro-loans to entrepreneurs to help them start or expand their businesses.
- **Mentorship:** Connect new entrepreneurs with experienced business mentors who can provide guidance, insights, and networking opportunities.
- **Market Access:** Help businesses connect with local, regional, and national markets to increase their visibility and sales potential.



## 6. Healthcare Program

**Introduction:** CARE's Healthcare Program is dedicated to improving the health and well-being of rural communities in Chitral. Access to quality healthcare remains a significant challenge in many rural areas, and CARE seeks to bridge this gap by providing essential medical services, health education, and awareness campaigns.

**Goal:** The healthcare program aims to provide comprehensive health services, vaccinations, and awareness campaigns to improve public health, particularly in underserved communities. The goal is to enhance healthcare access for at least 500 families annually.

**Plan:**

- **Medical Camps:** Organize mobile health clinics and medical camps to provide free healthcare services to underserved communities, including consultations, vaccinations, and basic treatments.
- **Health Education:** Conduct health awareness campaigns focused on preventive care, hygiene, and maternal health.
- **Mental Health Support:** Provide mental health counseling and support, addressing the stigma surrounding mental health and promoting well-being in rural areas.
- **Partnership with Local Health Workers:** Collaborate with local doctors, nurses, and community health workers to improve healthcare delivery and ensure sustainability.

## 7. Community Services Program

**Introduction:** The **Community Services Program** focuses on enhancing the quality of life in rural communities by providing essential services that support social welfare, infrastructure development, and overall community well-being. This program recognizes that sustainable development requires addressing not only immediate needs but also long-term community empowerment. Through various initiatives, CARE ensures that marginalized communities have access to essential services such as clean water, sanitation, and basic social infrastructure.

**Goal:** The goal of the **Community Services Program** is to improve the standard of living for rural communities by addressing their basic needs while promoting community engagement and social welfare. The program aims to reach at least 1,000 individuals annually with services that improve health, living conditions, and overall well-being.

**Plan:**

- **Clean Water and Sanitation:** Install clean water sources, including wells and hand pumps, and promote hygiene education in rural communities to improve public health.
- **Infrastructure Development:** Build and repair community infrastructure such as roads, bridges, and community centers to improve connectivity and accessibility.
- **Social Welfare Initiatives:** Organize community support programs such as food distribution, elderly care, and disability support to ensure the well-being of vulnerable groups.
- **Community Engagement:** Facilitate community meetings and discussions to encourage active participation in local governance, decision-making, and development planning.

## V. Governance and Management

### 1. Board of Directors:

- Muhammad Shuja ul Haq      Founder and Chairman (NGO management Expert)
- Sajid Ullah      Vice Chairman (Expert Civil Society Mobilization)
- Ishtiaq Ahmad      General Secretary (Expert in Lesion)
- Farah Naaz      Member (Legal Expert and Social Justice)

### 2. Senior Management Team:

- Mr. Imtiaz Ahmad Khwaja      Executive Director Expert in project execution
- Mr. Zia ur Rehman      Program Officer Disaster Management
- Dr. Muhammad Suhail      Program Officer Health Care Program
- Muhammad Jawad ul Haq      Program Officer Community Services
- Muhammd Asad      Program Officer Youth Empowerment Initiative
- Hidayat ur Rehman      Program Officer Legal Aid and Cyber Security
- Imran ud Din Zain      Program Officer Enterprise Development
- Muhammd Waqas      Finance Officer

## VI. Partnerships and Collaborations

### 1. Partners:

- Agha Khan Development Network
- Al-khidmat Foundation Pakistan
- European Union

## VII. Impact and Achievements

### 1. Success Stories:

- **Case Study 1:** 12-year-old Amna from a poor family in Chitral got scholarship from CARE's to pay her admission fees for school.
- **Case Study 2:** CARE-Community Aid and Rural Empowerment hosted a seminar on “*Social media and Digital Citizenship*” in Chitral. The event promoted responsible social media usage, digital literacy, and online safety. Participants gained awareness and insights, sparking a community-wide conversation on digital citizenship.

## **VIII. Conclusion**

### **1. Summary:**

Founded in 2024, CARE - Community Aid and Rural Empowerment is a registered non-governmental organization working in the districts of Upper and Lower Chitral, Khyber Pakhtunkhwa, Pakistan. With a mission to address climate change, healthcare, and social inequality, CARE focuses on key areas such as Youth Empowerment, Education Support, Healthcare, Legal Aid, Disaster Management, and Community Services. CARE's programs are designed to equip vulnerable communities with the skills, resources, and opportunities needed to thrive. From vocational training and scholarships to disaster relief and legal awareness, CARE's initiatives aim to uplift individuals and foster resilient, self-sufficient communities. Through strategic partnerships and dedicated efforts, CARE is committed to making a lasting impact on the lives of rural populations.

### **2. Call to Action:**

We invite individuals, businesses, and organizations to join us in our mission to transform lives. Whether through donations, volunteering, or partnerships, your support can make a lasting difference. Visit [www.pakcare.org.pk](http://www.pakcare.org.pk) to learn more or to get involved.

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