

## **MANAGEMENT DISCUSSION Form 990 (2001)**

### **Community Education and Mobilization, including Web Site and Misc. Publications Campaign**

In year 2001 Management felt it necessary to embark upon a public relations and community mobilization campaign. Management realized that in spite of the Foundation's achievements in the area of human development, HDF remained a relatively little known organization in the Pakistani American community. Additionally, the competition amongst agencies for donations was staggering. Therefore, the goals established for this campaign were:

1. Whenever Pak Americans want to do anything for Pakistan they should think of HDF.
2. Inform and educate Pakistanis and HDF supporters about the concept of Human Development.
3. Transform visitors into participants through creative engagement on the web.
4. Become the main source of social activism for Pakistan.
5. Instill a subtle sense of hopefulness for Pakistan.
6. Networking the Pakistani Diaspora in support of a human development initiative through a virtual community developing around web portal [www.yespakistan.com](http://www.yespakistan.com).

Accomplishing the above goals required:

1. Research, and idea development.
2. Crafting an image for HDF.
3. Creating a web portal on social work and life in Pakistan.
4. Situating this portal as THE main site for Pakistani Americans.
5. Creating and maintaining a virtual community.
6. Developing new content on Pakistan led by a human face and supported by statistics.

SoundVision was chosen to do the work because:

1. SoundVision's track record of conceptualizing, designing and executing the plan for mobilizing the community for the Bosnia and Kosovo task force.
2. 83 years combined experience in communication arts, media, and public relations.
3. They work for five relief organizations.
4. Their team members have served on public opinion and public policy institutes in Pakistan and in the USA.
5. They are pioneers in Islamic multimedia productions worldwide.
6. Their own web site is amongst the top 0.3% websites of the world with about 4000 pages.
7. They have received numerous awards for writing and video production.
8. The BBC has interviewed them six times.
9. The world media, including ABC, Newsweek, Toronto Star, Dallas News, Voice of America, and CBC, has recognized them.
10. Their bid was the lowest amongst the other bids sought for the same work.
11. Most of all, Management believed that they were the most suited to understand HDF's projects because of their background in Pakistan, being familiar with the Pakistani culture in general, and their knowledge of Pakistan village culture in particular.

The contract rewarded them was for the complete marketing and public relations campaign, and included:

1. Creating and Maintaining Web Portals on Pakistan and HDF:
  - a. The Pakistan web site to contain, at the time of launch, 100 hundred articles on Pakistan and reports on the work of HDF.
  - b. Professional graphic design and interface for both sites.
  - c. Site Index/Site Map for both sites.
  - d. Search Engine management for both sites.
  - e. Secured Access.
  - f. Interactive Features:
    - ◆ Threaded Discussion Forums,
    - ◆ Chat Rooms,
    - ◆ Subscription System for email addresses,
    - ◆ "Send this Article to a Friend" feature,
    - ◆ "Feedback about the Content",
    - ◆ Online Polling.
  - g. Village Pages: Five Village Profiles and Reports at the time of launch.
  - h. Five photo galleries.
  - i. Annotated Web Directory.
  - j. Submit a Link on Pakistan.
  - k. Pakistan Event Promotion System: A system to submit any event on Pakistan by anyone for free promotion on the web site, done thru the Calendar.
  - l. Other pages including: Home Page, major category and section pages, information about the staff, officers, board, trustees, personalized email addresses, listing of grants, organizational procedures, reports & information about partners, DO System, field work.
  - m. Maintain and update both sites on a monthly basis.
2. Creating, Moderating and Maintaining a Virtual Community on Pakistan:
  - a. Develop, design and send 14 Electronic Newsletters between Aug 13<sup>th</sup> and Nov 29<sup>th</sup>. Plus 4 more Newsletters after the contract is over.
  - b. Clean up the Email Database and add and delete manual requests for addition and deletion.
  - c. At the time of launching, send an Electronic Newsletter through SV electronic list, which directly or indirectly reached an estimated 150,000 email addresses.
  - d. Design 100 Electronic Cards on ten themes with a web based sending and receiving system.
  - e. Create a Virtual Community through discussion forums on different topics.
  - f. Update the "yespakistan" site twice a month.
3. Developing New Content: Develop or get copyrights for 300 articles, reports and essays for the new site on the following themes:
  - a. What you can do for Pakistan.
  - b. Challenges Pakistan faces: Solution oriented short research reports.
  - c. Highlighting the strengths of Pakistani society.
  - d. About HDF

- ◆ Home page for served Village,
  - ◆ Human face of People benefiting from the program with photo essays,
  - ◆ Personal stories of the Workers,
  - ◆ Trip dairies of as many Volunteers and Leaders as HDF can make available.
- e. Published works on Pakistan.
  - f. Take 200 hundred photos through professional photographers about several aspects of Pakistani society.
  - g. Conceptualize and develop one flash presentation on the project in Pakistan and one on HDF.
  - h. Annotated bibliography of top 100 books on Pakistan.
4. Traditional Publicity Campaign:
- a. SoundVision will have HDF's developed content published in the Pak American magazines and newspapers for a subtle promotion of HDF's work and its ideology. This will be carried after the web site is launched to the end of the contract.
  - b. Devise strategies for HDF to promote itself at ISNA and other major events.
  - c. Write, design and print 5 brochures, each in the quantity of 5000 for distribution.
5. SoundVision will conceptualize the following, but the cost of designing, developing, printing, and shipping, etc., will be paid by HDF.
- a. Banners and Pakistani Flags for the convention.
  - b. Develop promotional items like Pins, small Flags, etc.
  - c. One Poster for the campaign.
  - d. Develop a Database for 100,000 Pak American for mass mailing purposes.

Note: The "Traditional" publicity campaign was designed with the thought that having a web portal by itself is not going to bring people to the site unless it is promoted through the traditional media, marketing and public relations efforts to encourage public awareness and stimulate visits to the websites. This Cyber environment allows for immediate information access to our donors and potential donors, present and potential partners/alliances, philanthropy, corporate and grant prospects, our network leaders, volunteers, directors/trustees, staff, business affiliations, and of course, the curious visitor.

There were many other items that were included originally, but unfortunately were not carried out due to the Sept 11 tragedy. We realized that the mood of the community was not conducive to receiving such information. So many parts of the campaign were dropped.

Development of the web portal was a one time expense, which will have long term benefits for the organization above and beyond the goals as outlined above, such as:

- a. Facilitate the administrative work and reduce the staff time by having a virtual office on the web. In the future all forms can be on the web site, which can be downloaded by anyone. A printed newsletter can be attached as a PDF file, which can be downloaded, printed and copied for distribution. The contact information for all the BOD, BOT and Offices in Pakistan, as well as the information and registration for all the meetings, etc., can also be readily available on the web site.

b. It will also help in promoting our mission by "facilitating a non-political movement for a positive social change and community empowerment," by bringing people together and generating ideas through discussions, which may translate into actions for the benefit of the community.

c. It will be an important tool for Foundation Development by helping to 1) raise funds directly by asking for donations on line as well as indirectly by creating awareness about the organization and its mission 2) generating Human resources by promoting Volunteerism and good will.

d. Help in community outreach programs. It is not only expensive, but also almost impossible to reach out to the community members living in many different parts of the world through traditional print media. Web is THE way to achieve this objective.

e. It is really the only way to reach out to the younger generation.

### **PART III, Form 990 (2001-Statement of Program Achievements)**

The organization's primary exempt purpose is to facilitate a movement for a positive social change and community empowerment through mass literacy, enhanced quality of education, universal primary health care and grassroots economic development.

#### **PROGRAM SERVICES**

Project Pakistan serves communities in three areas, education, health and micro-enterprise, in Mardan, Shamsabad, Rahim Yar Khan, Zhob and Karachi Kachi Abadi. The total number of units was 8, each unit consisting of approximately 10,000 individuals. The program beneficiaries totaled 85,000.

##### **Education Program**

In the area of education a total of 96 schools have been established so far, with a total enrollment of 2,829 students. A total of 67 Parent Teachers Association's were also established. There are 8 Adult Literacy Centers, with a total enrollment of 87. The Teacher Training Program conducted 13 workshops.

##### **Health Program**

HDF's Health Care Program focus on preventive health care and is delivered with collaboration with APPNA SEHAT. It includes immunization of children against all childhood diseases, tetanus immunization of all women of childbearing age. Trained Birth Attendants provide safe-delivery and appropriate referral of complicated pregnancy.

Installation of hand pumps insures clean drinking water.

##### **Micro-Enterprise Program**

Micro-Enterprise Program has two parts; Micro-Credit and Skills Training Workshop.

##### **Micro-Credit**

A total of Rs. 11 million has been disbursed to 1,112 borrowers, 295 women and 717 men. These loans helped open 700 businesses with a loan repayment rate of 100%.

##### **Skill Training Workshop**

A total of 170 Skills Training Workshops were offered to 2,462 participants of whom 1,884 were women, and help to enhance their earning capacity. This is required to qualify for a loan.

## **Shahabzai Dam**

Draught Relief Program resulted in largest community built dam in Pakistan in Shahabzai, Zhob. The dam can hold up to 26 million gallons of water, and provides drinking water to more than 50 villages. The dam also prevents future threat of floods.

## **PUBLICATIONS**

Publications included the newsletter Quest, the Project Pakistan Update Newsletter, and the bi-weekly electronic newsletter. The purposes of these publications are to provide program updates and donor feed back. Additionally they provide community education in areas of social development, and attempt to initiate community mobilization and achieve the mission through intellectual appeal.

The web portal provides interactive opportunities to participate in idea exchange and facilitate the grassroots movement. For details about web portal refer to Managers Discussion.

## **COMMUNITY MOBILIZATION AND NETWORKING**

An intangible achievement is the mobilization of Pakistani American Expatriate Community in support of human development movement, resulting in the developing of North America regional networks. These networks hold regular community awareness and fund raising events. Through the web portal [www.yespakistan.com](http://www.yespakistan.com) a virtual community is being developed to promote networking.

The program services seek to educate the masses, create awareness and community empowerment. This fosters a thought process and therefore a behavior that projects any extreme ideology in favor of a problem solving approach towards global issues. We feel this can be the important investment in anti-terrorisms measures, and achieving a long-term solution.

## **NATIONAL COMMISSION ON HUMAN DEVELOPMENT (NCHD)**

Advisory efforts for human development in under developed areas of Pakistan led to the Government of Pakistan (GOP) establishing a task force and later NCHD to coordinate and guide the human development efforts. The relationship between HDF and NCHD has been outlined in our position paper, published on web portal. The position paper clearly establishes independence and autonomy for HDF. It is to be noted, that no Donor moneys were used for this effort.

## **FUNDING TO APPNA SEHAT**

HDF has provided funding to APPNA SEHAT in addition to our programs. APPNA SEHAT is a Non Government Organization (NGO) delivering health care in all four provinces of Pakistan.