

ORGANIZATIONAL PROFILE



**Shade Welfare
Association®,**

SUKKUR, SINDH, PAKISTAN



Shadepak.weebly.com

A-11 Professor Housing
Society, Site Area Square
Sukkur, Sindh, Pakistan

+92-071-5807156

+92-315-2205201

shade.sindh@gmail.com

Shade Welfare Association

Shade Welfare Association (SWA) is registered, an independent, non-profit, non-political & non-governmental organization, which has been working for the Health education, women and child protection, Community Development socio-economic empowerment of the poor people through the implementation of different development programs in the area. This organization came into being with determination, commitment, and dedication by the group of energetic people of both sexes in 2009. The organization registered under Social Welfare voluntary Organization Act: 1961 with the Directorate of Social Welfare / Community Development Department Government of Sindh, Pakistan.

Table of Contents

| | |
|--|------|
| Table of Contents..... | 1 |
| Organizational Information | 2 |
| Introduction and Vision | 3 |
| Mission..... | 4 |
| Core Value, Principle, Objects | 5 |
| Thematic Area | 6 |
| Organizational strength-Structure | 7 |
| Executive Member | 8 |
| General Body, staff, Action Plan & Complain Mechanism..... | 9-12 |
| Current Activity, policy and Procedure | 13 |
| Completed Project & Our Partners..... | 14 |
| Picture Gallery | 15 |

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A-11 Professor Housing Society, Site Area Square, Sukkur, Sindh, Pakistan
Shade.sindh@gmail.com, www.shadepak.weebly.com , Phone No# + 92-315-2205201



ORGANIZATIONAL INFORMATION

Name of the Organization: Shade Welfare Association ® (S.W.A)

Office Address : P.O Box No: 25 Sukkur, Sindh Pakistan /
Site no. A-11 Professor housing Society,
Site Area Square, Sukkur, Sindh, Pakistan

Website : <http://shadepak.weebly.com>

E-mail Address : shade.sindh@gmail.com
shadewelfareassociation@yahoo.com

Contact No : + 92-315-2205201 or +92-071-5807156

Legal Status : Resisted under the Pakistan Act 1961
Registration No. Do-SW-(SWK)- V.A /- 63

Bank Account : Account Title: Shade Welfare Association
A/C No: 000-000- 381687
Branch code. 9020
JS Bank Main Branch Sukkur , Sindh, Pakistan

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Background:

Shade Welfare Association ®(SWA) is registered, an independent, non-profit, non-political & non-governmental organization, which is working for the Health education, women and child protection, Community Development socio-economic empowerment of the poor people through the implementation of different development programs in the area. This organization came into being with determination, commitment, and dedication by the group of energetic people of both sexes in 2009. The organization registered under Social Welfare voluntary Organization Act: 1961 with the Directorate of Social Welfare / Community Development Department Government of Sindh. Pakistan



Vision

An equal developed and prosperous society where everyone has equal rights on resources without gender discrimination, in a peaceful environment and where people have easy access towards justice and improve the quality of life for oppressed, disadvantaged and marginalized peoples.

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Mission

All initiatives of Shade Welfare Association® (SWA) focus on ensuring equal opportunities for resource-poor households through improved access to human development opportunities. As a strategy, SWA concentrates on building local capacity, integrate individuals into mainstream society who have traditionally been suppressed in personal, social, economic and political domains. Encourage child and women protection. Ensure Women and Children Safety Declaration. Enhance the crime prevention declaration and women personal safety protection policy actively in communities, entities, schools and societies. Ensuring that children under 18 years of age have the rights, confidence and environment in which they can make choices, express their views and communicate effectively with other children and adults. Children cannot become empowered change agents to improve their lives and that of their families and communities if they are not safeguarded from abuse, discrimination and harm of any kind, be it physical, sexual, emotional or neglect. Ensuring information and technology availability and enhancing linkages to develop infrastructure like credit institutions, market, health and education service Providers etc.



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CORE VALUES

- *Respect*
- *Integrity*
- *Commitment*
- *Excellence*
- *Innovativeness*

PRINCIPLES

- *Punctuality*
- *Team Work*
- *Merit*
- *Recognition*
- *Accountability*
- *Gender Equality*
- *Partnership*
- *Religious Independence.*
- *Respect for local norms and culture.*

OBJECTIVES

1. To co-operate, coordinate and participate with National and International organizations, associations, groups and individuals engaged in promoting Peace, Human Rights, Education, Health, Reproductive health, Environment, Conflict prevention, Poverty reduction/alleviation, Disaster relief, Development, and Gender balance.
2. To take necessary actions in preventing human rights violation and providing aid and assistance including legal aid to the victims of Human Rights violation, to help the individuals and groups striving to protect Human Rights, Peace and to establish Human Rights protection Houses for those who want legal aid and protection from political, religious, racial and social abuses.
3. To make efforts to provide basic necessities of life such as drinking water, medical relief, dowry to poor girls,, drainage and other rural development schemes like model villages particularly to the people of remote areas living in small villages.
4. To make efforts to promote, raise and improve the awareness among the people about the modern and standard education viz. computer, I.T profession, to achieve 100% literacy rate in the rural areas and to establish libraries and book banks.
5. To make efforts to create a commitment to social justice, equity, equality and non-violence and to provide education, health services, legal aids and justice to the people at their doorsteps.

6. *To create consciousness among youths, adults, and women against drugs, narcotics, and HIV-Aids and to work for the welfare of all people regardless of caste, creed, and sex.*
7. *To make efforts for prevention of environmental pollution with the tree.*
8. *Plantation and general awareness.*
9. *To chalk out various programs for the promotion of peace, human rights,*
10. *Education, health, conflict prevention, disaster relief, reproductive health,*
11. *Family planning, poverty reduction/alleviation, gender balance,*
12. *Development, advocacy and the prevention of drug abuses and Environmental Pollution.*
13. *To eradicate illiteracy.*
14. *To reduce poverty by improving the economic status of individuals through income generation activities.*
15. *To improve the health status of communities through health education, environmental cleanliness, and increasing access to primary health and child care centers in remote villages.*
16. *To organize women into self-help groups and develop their leadership qualities to facilitate making decisions at the personal and social levels.*
17. *To inculcate the habit of thrift (savings) and credit among target groups.*
18. *To eliminate bonded, forced, child labor and slavery.*

THEMATIC AREAS

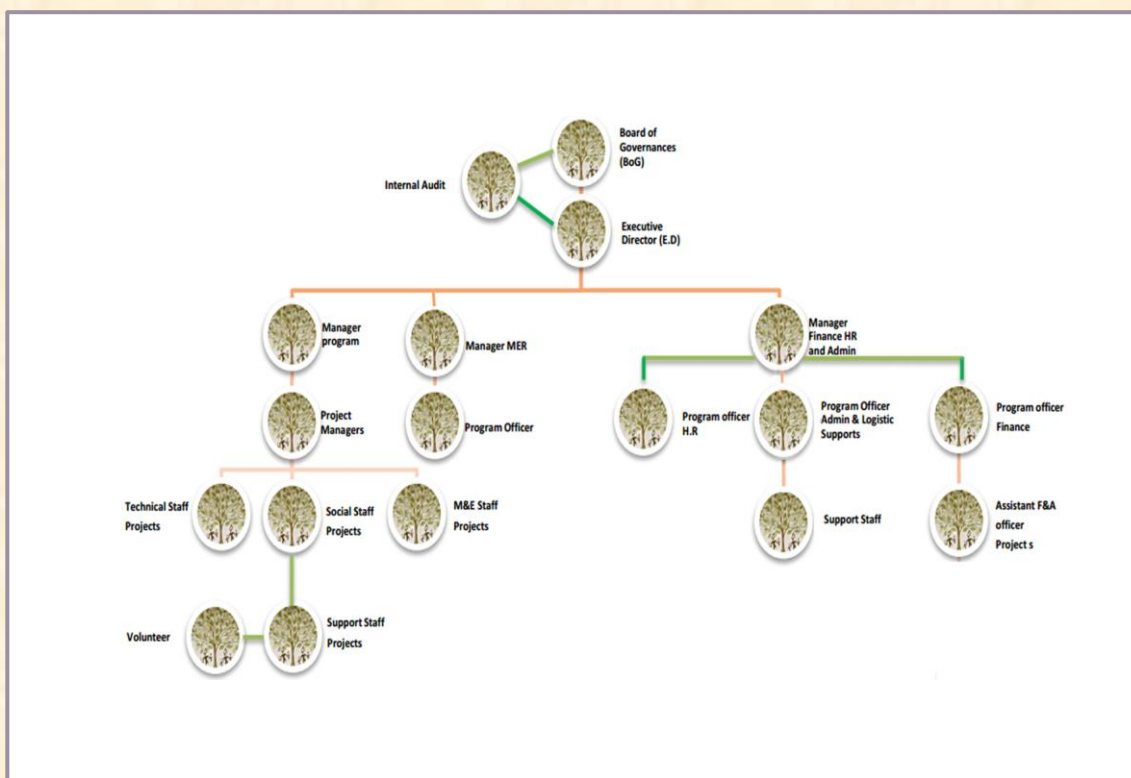
- *Peace.*
- *Human Rights.*
- *Promotion of Education.*
- *Health*
- *Legal Aid.*
- *Women & Children Protection.*
- *Environment/Nature.*
- *Conflict prevention.*
- *Advocacy.*
- *Gender balance/ Social Inclusion*
- *Disaster/Emergency Relief.*
- *Poverty Alleviation/Reduction.*
- *Micro Finance.*
- *Rural Development.*
- *Drug Abuse*
- *Agriculture/Food*
- *Institution Strengthening*
- *Rape and Violence*
- *Low-income groups*

- *Awareness and Empowerment of socially disadvantaged groups*
- *Formation, promotion and capacity building of community groups*
- *Assisting poor and socially isolated vulnerable groups in livelihood improvement and social sector services*

ORGANIZATIONAL STRENGTH

- *Motivated, active, energetic and dedicated gender balance team from*
- *Diverse disciplines e.g. health, education, natural resources management,*
- *Community mobilization and capacity building having inbuilt capability*
- *In the mobilization of rural communities.*
- *Well conversant with the developmental and local issues of districts.*
- *Years of professional experience in implementing development projects.*
- *Strong networking and communication skills both at community and*
- *Organizational level.*
- *Sincere, truthful, honest and strong leadership background for the*
- *Empowerment of most vulnerable and poor people.*

ORGANIZATION STRUCTUR










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EXECUTIVE BODY

The Executive body of SHADE WELFARE ASSOCIATION® (SWA) contains 07 members, which are elected after every two years according to the bylaws of the organization. The detail of the executive members is as follows:

| S.NO. | NAME | DESIGNATION | E-MAIL |
|-------|------------------------|--|-------------------------------|
| 1. | M.MUEEZ KHAN | PRESIDENT | moiz_khan22@hotmail.com |
| 2. | MISS. HINA RAJPUT | VICE PRESIDENT | hina.rajput2012@gmail.com |
| 3. | MUBASHIR IRSHAD | SECRETARY | irshad.mubashir@gmail.com |
| 4. | MUHAMMAD KAMRAN SHAIKH | JOINT SECRETARY | Muhammad.kamran1984@gmail.com |
| 5. | MUHAMMAD QAISER | TREASURER | qaiser15@gmail.com |
| 6. | MUHAMMAD ALI | JOINT TREAUSRER | muhammad_ali352000@yahoo.com |
| 7. | MISS. RABIYA SHAIKH | Public and Media Relation/ Information Secretary | Rabialishaikh1@yahoo.com |

| The Board of Governors | | | | | | | | |
|------------------------|-------------------------------|--|--------|---|--|------------------|--|---|
| No | Name | Designation In BoG | Gender | Qualification | Professional Experiences Years with Expertise | Part of BoG from | Contact Detail(Cell number, E-mail ID) | Contact Detail(Cell number, E-mail ID) |
| 1 | Adv.Muhammad Nueez Iqbal Khan | President | Male | M.B.A (Greenwich University) MA (Economics) LLB | M&E Advocacy Community Development | Since Inception | +92-333-7190876 moiz_khan22@hotmail.com |  |
| 2 | Miss Hina Rajput | Vice President | Female | B.S Hons (Psychology) | Advocay and women and children health Care M&E | Since 2015 | +92-3336-3009788 hina.rajput.2012@gmail.com |  |
| 3 | Mr. Mubashir Irshad | General Secretary | Male | MA (Education) | Community Development & advocacy | Since Inception | +92-345-3881090 faisal_asim2003@yahoo.com |  |
| 4 | Mr. Muhammad Kamran Shaikh | Joint Secretary | Male | MBA (FINANCE) | Financial Expert / Audit / budgeting | 2015 | +92-345-2020330 Muhammad.kamran1984@gmail.com |  |
| 5 | Mr.Muhammad Qaiser | Treasurer | Male | M.B.A | Account and Compliance | Since Inception | +92-321-3159866 qaiser15@gmail.com |  |
| 6 | Mr. Muhammad Ali Shaikh | Joint treasurer/Member Managing Committee | Male | M.B.A (Economics) MA B.B.A | Administration and Financial Expert | Since Inception | +92-346-3668161 muhammad_ali352000@yahoo.com |  |
| 7 | Miss Rabiya Kanwal | Public and Media Relation/ Information Secretary | Female | MA (Sociology) | Media Communication / Public Dealing Sec | Since 2016 | +92-333-2596914 rabialishaikh@yahoo.com |  |

SHADE WELFARE ASSOCIATION ®GENERAL BODY /PATRONS

| S.NO | NAME | PROFESSIONAL |
|------|-------------------|---------------------------------|
| 1. | MR.BAHADUR KHAN | BUSINESS MEN (POLITICAL PERSON) |
| 2. | MR.AZIZ MEMON | BUSINESS MEN (BUILDER) |
| 3. | MR.YOUSUF ALI | ADVOCATE HIGH COURT |
| 4. | MR.IFTAKHAR SAHAB | BANK MANAGER DUBAI ISLAMI |

HEAD OFFICE STAFF:

Total Strength of regulars Staff: 8 full-time employees

Skill full and Technical Member: 15 (including emergency response and first aid trainer.)Volunteers: 500

Facilities Available: 1 Office, Computer, Printer, Telephone, Internet.

ACTION PLAN OF SHADE WELFARE ASSOCIATION®:

Shade Welfare Association® (SWA) has substantial experience of interaction with rural and urban communities sharing and disseminating information on a continuous basis. SWA also possesses profound experience in implementing development projects. SWA works at district Sukkur, especially rural areas. Over the past 09 years shade SWA has achieved experience through its active involvement in a wide range of development sectors as provided at the succeeding section. SWA has devised its action plan.

Health Care Program:

GOAL: *The Health Care sector aims to improve the health of a rural population, particularly of women and children. Specifically, it works to establish mother and child health care centres, Provide primary healthcare facilities, Provide immunization and vaccination, Educate the people on health, environment, and population planning, Provide ambulance services to the COs, Train community health workers and traditional birth attendants (TBAs).As the communities of Delta lack basic facilities of education and health, Shade welfare association (SWA) is seriously involved in community development initiatives in education and health sector, by providing basic education and health facilities wherever these facilities are not available and supplementing government's facilities in both these sectors wherever such facilities are inadequate. Besides, SWA is also actively involved in advocacy with the local, provincial as well as federal government to provide these basic facilities to the local communities.*

Shade

9

Human Rights Program:

GOAL: The organization aims to promote the culture of peace & human rights taking necessary actions in preventing human rights violation and providing aid and assistance including legal aid to the victims of Human Rights violation, to help the individuals and groups striving to protect Human Rights, Peace and to establish Human Rights protection Houses for those who want legal aid and protection from political, religious, racial and social abuses. SHADE WELFARE ASSOCIATION ®(SWA) also trying hard to create a commitment to social justice, equity, equality and nonviolence and to provide human rights education, legal aids and justice to the people at their door.

Community Organization:

GOAL: Community organization (CO) sector works to form self-reliant and independent community organization, male and female, for poverty reduction and sustainable development in rural areas. This sector is engaged in the formation of male and female community organizations, Promotion of participatory development and Linkage of COs with NGOs, government departments and donor organizations. Following table presents the achievement in community organization sector:

Capacity Enhancing & Cultural Services:

GOAL: SHADE WELFARE ASSOCIATION ®(SWA) has adopted a two-dimensional approach towards general education regarding a community-organization relationship. The SHADE WELFARE ASSOCIATION ®(SWA)'s Capacity Building Unit [CBU] is engaged in pieces of training to the local communities on natural resource management, organization management, and other themes, on one hand. While its cultural group SHADE WELFARE ASSOCIATION® (SWA) Theatre depicts and by this mean advocates the socio-political issues and educative themes of deltaic communities within as well as exterior the community.

Human Resources & Gender Development:

GOAL: The Human Resources & Gender development sector aims to enhance the organizational and production skills of the COs and the staff. Its specific objectives are to build the organizational and management capacity of COs, Develop social and production skills of CO activities, Train professionals and field staff in social mobilization, organizational management and field research and promotion of community leadership.

Education Program:

Goal: To enhance literacy in rural area throw Public awareness. Reduce poverty by improving the economic status of individuals through income generation activities. Primary (formal and non-formal education), secondary and higher education participation rate of women in higher education, enrolment trends, reasons for the decrease in male enrolment, adult literacy, and technical and vocational education

Advocacy and Networking:

GOAL: The Advocacy and Networking sector contributes to solving the social problems through awareness programs and information sharing among the COs, social activists, concerned citizens, civil society organizations and government departments. The Advocacy & Networking specifically works to mobilize the public opinion for solving the social issues, Enhance the coordination and information sharing among the civil society organizations and the government departments.

Natural Resources Management:

GOAL: The Natural Resources Management (NRM) sector aims to promote conservation of land, water, forests, and wildlife and help poor communities get income through their sustainable use. The NRM sector in its all activities can ensure that the COs link their socio-economic development programs with the conservation of natural resources. This sector can engage all COs for the promotion of sustainable use of natural resources. The NRM sector specifically aims for: Formation of Farmers Organizations (FOs) at distributor canal level, Educating farmers on the proper use of agriculture inputs, Promotion of social Forestry, Livestock Rearing, Management and Marketing, Integrated Farming Techniques.

Formation of farmer organization:

GOAL: The Outdated agricultural methods of cultivation and defaulted system of irrigation have seized the real growth of the agriculture sector. Shade welfare association SWA intends to develop an irrigation system on a modern basis with the help of local growers as well as with government support.

Disaster Management Services:

GOAL: Deltaic communities are vulnerable to natural disasters. Especially the rural communities have been experiencing the worst disasters in the form of floods, the recent years. SHADE WELFARE ASSOCIATION®(SWA) jointly with its partners including care International has been involved in relief, rehabilitation as well as disaster mitigation /management activities in the coastal districts of Jacobabad and Shikarpur. SWA is also actively engaged in advocacy processes to sensitize the governments to ensure sustainable disaster management plans for the disaster-prone areas

Research, Information Dissemination & Publishing Services:

GOAL: SHADE WELFARE ASSOCIATION ®(SWA) is also engaged in participatory research on the natural livelihood resources as well as socio-economic and poverty-related issues aimed at providing policy guidance/ recommendations in the sector. The research studies are also properly disseminated through conferences, seminars, workshops; publication of research papers. Besides, SHADE WELFARE ASSOCIATION (SWA) is also publishing a regular newsletter in Urdu and English which carry research reports and other community-based activity reports.

Networking / Partnership:

GOAL: SHADE WELFARE ASSOCIATION® (SWA) through its participatory community development approach has created linkages and partnerships a number of civil society organizations and networks in Pakistan as well as abroad. SWA receives technical as well as logistic support in its struggle for sustainable livelihoods, mass awareness, advocacy, and community development and disaster mitigation/management activities from its partners.

Complain Mechanism:

Shade welfare Association® is implementing all the projects according to sphere standards and HAP (human accountability Partnership) principals. SHADE established a complain mechanism in all their working community and ensure the accountability system in the community level.

All the community complains registered through proper way according to organization policy; we have made a strong procedure so that beneficiaries can convey their issues, suggestion and complain. According to the policy of Shade one post of the Beneficiaries communication officer (Ben.com) create which can play the part as a voice of community .beneficiaries community can register their complaint through toll free number/ phone number or suggestion box through this process the complaint or suggestion regarding the outgoing program can come to the project manager, monitoring & evolution officer so that they can solve complain about the participation of complainer and community.

Target Area & Area of Operation:

The main target area of Shade® is Sindh with a special focus on the districts of Sukkur, Shikarpur, jacobabad, Khairpur, Dadu , and Ghotki.

Other than the above-mentioned districts, Shade® is always ready to work all over Punjab, KPK, Baluchistan, and Sind / the area of the emergency.

Policy and Procedure's :

SHADE® implementing all the projects through donor requirements and its own policy procedure. **SHADE®** has its following policy

- Financial Policy.
- HR Policy.
- Procurement Policy.
- Project Management Policy.
- Monitoring and evolution policy.
- Risk management Policy.

Current Activities:

- The protection against harassment of working women.

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Health /Wash

This year 2019 we are aiming to conduct 1 eye camp, 1 blood camp and 1 First aid training in Sukkur city level





Education








- Teacher Capacity Building training
- Student Career Development Training.
- Child abuse Trainings.

Completed Projects

- 2018 Shade Welfare Association for facilitating to **Sharmeen Obaid - Chinoy (SOC Films) Foundation** for mobile cinema project *Dekh Magar Pyaar Se* in various areas of the Sukkur district in Sindh
- 2018 Planted 1500 plan in schools, colleges and different areas of sukkur city with the support of forestry and environmental department of Sindh.
- 2017 Conducted Human Rights Awareness Activity in Various Colleges & Universities like NED university Karachi with the help of Youth Human Rights forum USA.
- 2017 organized sehat (self-hygiene) program in Dead and Reach School with and distributed W.H.O material .
- 2017 Conducted human Rights Awareness Session In NED university and others
- 2016 Completed PRP (Poverty Reduction Project) a pilot project for poverty alleviation through Provided small income resources to the most venerable families in UC 12 (New Pind)Sukkur, Sindh Pakistan self-funding.
- 2014 Completed the Wash project with The collaboration of W.H.O
- 2013 Completed Survey on Slow birth issue with UNICE
- 2013 Completed Monitoring Survey Of Oxfam GB
- 2013 Organized World Global Hand Washing Day with W.H.O

Donor Related Project ←-----→ Self Founding Or Joint Project

| S.No | Name Of Founding Agency | Area | Project Title | Status | Date |
|------|---|----------------|--|-----------|------|
| 1 |  W.H.O | WASH | Awareness of water sanitation and self hygiene in the communities | Completed | 2014 |
| 2 |  SHADE with support of W.H.O | HEALTH HYGIENE | Shade organized Global hand washing day in sukkur with the support of world health organization provide Health and hygiene promotion Awareness and Free distribution of 2000 Soaps | Completed | 2013 |
| 3 |  Unicef | HEALTH | augmenting birth registration rates using cellular technology | Completed | 2013 |
| 4 |  Oxfam | EUDCATION | Monitoring of schools | Completed | 2013 |

| S.No | Name Of Founding Agency | Area | Activity Performed | Status | Date |
|------|--|------------------|--|-----------|------|
| 1 |  shade Govt of sindh | women protection | the protection against harassment of working women | Ongoing | 2015 |
| 2 |  Self Founding SHADE | General | Eid Gift Distribution 2015 distributed food in 115 Poor and vulnerable people families in sukkur distribution | Completed | 2015 |
| 3 |  SHADE with support of W.H.O | HEALTH HYGIENE | Awareness of water sanitation and self hygiene in the communities | Completed | 2014 |
| 4 |  Self Founding SHADE | General | Eid Distribution (Food & household) item in Poor & Needy People distribution in 200 families | Completed | 2014 |
| 5 |  SHADE with support of W.H.O | HEALTH HYGIENE | Shade organized Global hand washing day in sukkur with the support of world health organization provide Health and hygiene promotion Awareness and Free distribution of 2000 Soaps | Completed | 2013 |
| 6 |  Self Founding SHADE | General | Eid Distribution Food item in Poor & Needy People distribution in 102 families | Completed | 2013 |
| 7 |  Self Founding SHADE | General | Eid Gift Distribution 2012 Poor and vulnerable people in sukkur distribution material good in 200 families | Completed | 2012 |

Qual con

Our Partners



Request for Assistance:

Shade is seeking for start-up grants and or sub-recipient awards to strengthen its core operation and establish an office to function more effectively and efficiently. At present, the staff is working on pro-bono and with your help they can develop many more precise proposals to help eradicate poverty one.by.one.

Any monetary help contributed to Uproot Poverty would be 100% tax deductible.

Social Media and Internet Links:

- ✓ Website : www.shadepak.weebly.com
- ✓ Facebook: www.facebook.com/shadepk
- ✓ Twitter: www.twitter.com/shade.
- ✓ Google : www.google.com/shade
- ✓ YouTube channel : www.youtube.com/shadepak

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Gallery:



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