



Bank Alfalah

Corporate Social Responsibility

Bank Alfalah considers Corporate Social Responsibility as one of the most important aspects of its business. The Bank believes that creating shared values intertwines the Bank's success with the success of its customers. As the Bank continues to build responsible business practices across its operations, it also ensures an active contribution towards society.

The Bank believes in supporting programmes that address social problems, with priority areas including education, health, social welfare, environmental sustainability, leadership development, and the promotion of sports, arts and culture. Some of the Bank's major philanthropic initiatives in 2019 included:

The Citizens Foundation (TCF)

TCF is a non-profit organisation set up in 1995 to bring about positive social change through education. TCF is one of Pakistan's leading organisations in the field of education for the less privileged.

TCF has a network of 1,567 purpose-built school units nationwide with an enrolment of 252,000 students.

Bank Alfalah sponsored Class 1 students at TCF School Mian Muhammad Yousuf Campus – 1 in Baldia Town Karachi for the entire year, giving 31 deserving children access to a safe, creative and colourful learning space.

Child Aid Association

Child Aid Association (CAA) is a voluntary organisation which works to support poor children undergoing treatment at National Institute of Child Health (NICH). Since 1999 it has been running the first Paediatric Oncology Unit through public donations. So far, 7,000 underprivileged children have been provided treatment for various types of cancer. The facility has 14 indoor beds, chemo-bays for around 25 out-patient treatments, and state-of-the-art labs to improve diagnostic facilities for cancer patients.

An important part of its diagnostic facilities is the 'Electrolyte Analyzer' at the oncology lab. This equipment had been operational for over 8 years and required replacement, which was sponsored by The Bank.

Making Our Voices Effective (MOVE) Pakistan

Making Our Voices Effective (MOVE) is a Not-for-Profit organisation established to undertake social welfare projects in Pakistan. Its efforts are focused on providing high-quality educational and healthcare services in under-privileged communities at affordable prices.

MOVE is operating a school which caters to over 600 students, with a majority of female enrolments. They focus on training teachers and equipping them with improved teaching tools and techniques. Their financial resources are utilised for these two purposes to ensure that the students receive quality education.

Besides its work in the education sector, MOVE is also running a Diabetic and Medical Centre (DMC). This centre provides high quality healthcare services by offering free OPD and consultation services at affordable prices to low-income families. They also work towards building a culture of preventive healthcare and early diagnosis by organising free Sugar and Medical Camps and awareness programmes. MOVE DMC provides testing and treatment for diabetes and related diseases as well as general healthcare services.

Bank Alfalah provided MOVE with the necessary financial assistance to support the aforementioned causes.

The Society for the Rehabilitation of Special Children (SRSC)

The Society for the Rehabilitation of Special Children (SRSC) is a non-profit organisation established to provide daycare facilities for the differently-abled children of the community. It does so by looking after their need areas of physiotherapy, physical fitness, among others. Additionally, it rehabilitates these children into everyday life by empowering them to stand on their own feet. All of the facilities such as classroom teaching, vocational training, physiotherapy, occupational therapy, speech therapy, transport and sports are provided are free of charge. The Bank supported SRSC to meet its financial needs.

Association for Children with Emotional and Learning Problems (ACELP)

ACELP is an institute for adolescent and children with special needs. The institute currently has approximately 250 children and young adults in its care for educational and therapeutic reasons. Bank Alfalah helped ACELP with funds to overcome its monthly deficits and to proceed with its development projects including providing training and home programmes to children with severe problems, and a Jacuzzi for a physiotherapy facility and enhanced facilities for autistic children.

Muslim Hands International

Established in 1993, Muslim Hands is an international charity/humanitarian organisation working in over 50 countries worldwide to help those affected by natural disasters, conflict and poverty. In 2019, the Bank helped Muslim Hands purchase 100 wheelchairs for underprivileged people.

Karachi Relief Trust (KRT)

The Karachi Relief Trust is a disaster management voluntary organisation which organises donation drives, emergency ration preparation efforts, transportation of relief goods and were active participants in rebuilding homes in the affected areas. In 2019, KRT organised a mangrove plantation drive in partnership with the Bank in order to play a part in environment conservation.

This was an important cause to serve as mangroves are vital to the sustainability of our environment. They offer coastal protection against unpredictable weather, food and shelter for various animal species, and carbon sequestration. Mangroves in the Indus Delta have been degraded; this has not only affected the coastline but also the fisheries to a large extent.

Deforestation of mangroves is a threat to the environment and should be addressed if the coastal environment is to be brought back to its earlier pristine glory. The Bank supported KRT to carry out mangrove plantations across 25 acres in the Port Qasim area, Karachi.

Sponsorships:

Bank Alfalah also sponsored several fundraising efforts in 2019, with the proceeds going towards charitable, non-profit, or welfare institutions.

Some of the organisations that Bank Alfalah partnered with in this regard are:

- Kidney Centre
- Citizen Archive of Pakistan
- District Football Association South Karachi
- Children First the Society
- Pink Ribbon Campaign 2019
- Chal Foundation

Volunteering in the Community:

- **Employee Volunteering Leave:**

The Employee Volunteering Leave was introduced to provide our employees the opportunity to volunteer their time and talents to the communities around them. Employees can take up to 2 days leave to play their roles in uplifting their communities.

- **Raah-e-Falah – our CSR Initiative:**

Bank Alfalah collaborated with The Citizen's Foundation to offer the following programmes for which our employees volunteered:

Career Counselling - a one-day session with the students of graduating batches to help them choose their future career path.

Rahbar Programme - 6 weekly full-day sessions were held every Saturday to mentor students of grades 8 and 9.

Baghban Programme - a fundraising initiative where volunteers brainstorm ideas to raise funds to support the education of TCF students.

- **Blood Donation Drives:**

Bank Alfalah conducted blood donation drives this year in collaboration with Fatimid Foundation in order to collect blood for children suffering from Thalassemia. Our employees participated wholeheartedly in these drives.