



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, by creating shared values, its success and customer's success are intertwined. As the Bank continues to build responsible business practices across its operations, the Bank ensures that it also actively gives back to the society.

The Bank believes in supporting programmes that address social problems. Building on the Bank's past philanthropic investments. Its priority areas include education, health, social welfare, environmental sustainability leadership development, and promotion of sports, arts and culture. Some of the Bank's major philanthropic initiatives in 2018 are mentioned below:

1. Child Aid Association and National Institute of Child Health

Bank Alfalah supported child aid associations to provide health services, including free treatment to children suffering from cancer and another 6,000 patients at National Institute of Child Health (N.I.C.H). Bank Alfalah provided Child Aid Association (CAA) a new ultrasound machine for children, special transfusion chairs for administration and a generator.

2. Family Educational Services Foundation

Family Education Services Foundation (FESF) is a non-profit organization. Deaf Reach Schools, a project of FESF, provide highly subsidised education to deaf children and young adults. Bank Alfalah provided FESF student scholarships that included pick and drop services, tuition fees vocational materials, lunches and uniforms.

3. Prime Minister and Supreme Court Diamer Bhasha and Mohmand Dam Fund

To address the national concern over shortage of water reserves for the country, the honorable Supreme Court of Pakistan established 'Diamer Bhasha Dam Fund -2018'. Bank Alfalah decided that all employees could choose to donate one day's basic salary towards this cause.

4. IBA Karachi

Bank Alfalah made a valuable commitment to IBA General Endowment Fund. The amount provided for the CSR initiative would support IBA's vision of providing quality education in Pakistan.

Sponsorships

Bank Alfalah also sponsored several fundraising efforts in 2018, with the proceeds going towards charitable, non-profit, or welfare institutions.

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

- Pakistan Horti Expo
- Citizen Archive Pakistan
- Karachi Down Syndrome Program
- Karachi Women's Swimming Championship
- Bay View College Entrepreneurship Competition
- Kidney Center