DREAMS TO REALITY

Sustainable Giving to Educate Children and Empower Women

The Citizens Foundation (TCF) Canada
10th Anniversary Gala and Fundraiser
Friday April 10, 2015
Mississauga
It was our DREAM to see the children of Pakistan get a second chance in life, a chance to realize their potential and unleash their aspirations, a chance to prove their mettle and empower communities, and above all, a chance to become informed citizens.

Education is the REALITY of this dream promising a better quality of life, it not only has the power to break the cycle of poverty, but also to change the destiny of Pakistan.

“At TCF, what we do best is educate children, and enable good citizenship and tolerance. We will continue to provide more opportunities for our future generations to fight against poverty through balanced and quality education.”

—Mushtaq Chhapra, Chairman and Co-Founder of The Citizens Foundation, Pakistan
Tonight’s Program

Welcome Remarks by Master of Ceremonies
Suhana Meharchand, host of CBC News Now

Short video - a testimonial for TCF

Performance - Mystic Music of Persia
By “Attar Ensemble” of Rumi Mystic Canada

Remarks by Distinguished Guest Speaker
Mushtaq Chhapra - Chairman and Co-Founder, TCF Pakistan

The impact that TCF has made on Pakistan’s landscape - “Rabbi, Zidni, Ilma”
Documentary by Danish Mumtaz of The Goldmine Films

Live Auction Courtesy
HollisWealth & Black Tie Travels

Fundraising

Vote of Thanks by Aziz Rakla - President, TCF Canada

Dinner

Get ready to dance the night away to Toronto’s most requested DJ- Fuzion Sound’s DJ Lune

Dessert

Servicing Brampton since 1940

Chartered in 1940, the Rotary Club of Brampton serviced a town of just over 5,000 residents. Since then, the Club has helped Brampton grow into the 9th largest city in Canada.

With this growth, the Rotary Club of Brampton saw a larger need to help both in the community and internationally. For over 70 years, we have helped raise over 40 million dollars. From the Rotary Skating Trail in Gage Park, Peel Memorial Hospital, the YMCA and most recently St. Leonard’s Rotary Resolve House we have helped grow Brampton into the great community it has become.

Coming into our 75th year The Rotary Club of Brampton is focused on international projects such as education, health care, water sanitation and poverty elimination. With your help we can make it happen.

The Rotary Club of Brampton meets every Monday at 12pm

If you would like to become a member of the Rotary Club of Brampton or for additional information about the Club please visit

www.rotaryclubofbrampton.com
Meet your Master of Ceremonies...

Suhana Meharchand

Host | CBC News Now

A two-time Gemini Award nominee, Suhana has hosted numerous CBC News programs, including Saturday Report and weekend programs on CBC Newsworld. She hosted the CBC regional news program in Toronto for five years.

Suhana has also worked for CHCH-TV in Hamilton, Ontario and CJOH in Ottawa. Many people will remember her as host of “What’s New”, the CBC’s news and current affairs program for youth.

Heavily involved in the community, Suhana’s many community activities include Performers for Literacy, Gems of Hope, Redwood Shelter for Women and Children, the Canadian Paraplegic Association, the Hospital for Sick Children and the Princess Margaret Breast Cancer Centre. Suhana has won awards from the Columbus International Film & Video Festival as well as the New York Film and TV Festival. She is the recipient of a Paul Harris Fellowship from Rotary International and the Queen’s Diamond Jubilee Medal for her community service.

Born in Durban, South Africa, Suhana is a graduate of broadcast journalism at Ryerson University, in Toronto.

and the performers for the evening.

Mystic Music of Persia

Special performance by Rumi Canada, celebrating the enduring legacy and inspiration of 13th-century Persian Sufi mystics, poets and teachers. Tonight’s performers, the “Attar Ensemble”, include accomplished musicians Siavash Kaveh on kamancheh, Ehsan Gaffari on tar and Amir Samimi on percussion. Trained Semazens (whirling dervish), Farzad and Mohamad accompany the ensemble with sufi whirling. The ensemble will present music pieces composed in traditional Persian and Sufi format with pieces sung from the works of Rumi, Attar and Hafiz.

To find out more about Rumi Canada:
Facebook.com/rumi.canada
Email: rumi.canada@gmail.com.

The DJ’s in the House!

Having played at some of Toronto’s hottest nightclubs and venues over the last few years, DJ Lune has clearly established his presence in the nightlife and entertainment landscape of Toronto. Among his many accomplishments, he performed and was featured as the official DJ for the Toronto film premieres of Shahrukh Khan’s Bollywood blockbuster “Ra-One” and Shahid Kapoor and Priyanka Chopra’s film “Teri Meri Kahani”. He has also been invited several times on TV-One’s show “Must One” aired across Canada, as well as Toronto’s Hum FM radio show. Download and preview his mixes at http://djlune.com/Downloads.html
**TCF Canada President**
Aziz Rakla

**Chapter Presidents**
Regina - Dr. Haji Ebrahim Chalchal
Calgary - Rizwan M. Shah
Vancouver - Fareeha Mohsin
Winnipeg - Sobia A. Zuberi
Windsor - Naeem Rabbani
Montreal - Dr. Moinuddin Ahmed Kermani
McMaster University - Sameer Sheikh

**Our Special Thanks To**
Melody Lau of Mississauga Convention Center for all her assistance
BB Blanc for providing audio-visual support
Tristan Marantos for developing the Gala brochure
Mandy Dhiman of Khazana Creative
David Photography
Zaheer Sajun for printing
Maria Lapinskas for providing admin support to TCF Canada

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**A Special Thank You To Our Gala and Fundraising Committee And To All Our Volunteers For Their Exceptional Commitment To The Cause**

Anniversaries are a time to reflect, and as TCF Canada crosses its 10 year mark this year, we realize the impact of everyone’s participation and the necessity of their roles, in making our mission a success. It is through the cooperative efforts of each and everyone involved with TCF, and all of you present here, that both the organization, and the cause has flourished. We are proud to report that Canada is now the fastest growing international arm of TCF. We currently support **57 schools**, are responsible with providing jobs to **628 employees**, ensure that **9,098 children** go to school everyday and in the last ten years have managed to contribute over **$6.5 million**. TCF Canada’s continued growth and success is based on your support and this evening is proof of your dedication. With your help, we intend to accomplish even more in the years ahead.

Have an enjoyable evening.
Sincerest appreciation for our Corporate Sponsors and Major Supporters of the event. Your commitment is why we are stronger than ever.
"From the word go we decided that we will only hire an all female faculty. These teachers are kept abreast with new trends in techniques and use of Khan Academy’s Educational Videos. Looking back, I think it was this simple idea that has been the mainstay of TCF’s success and progression. The gender balance was being met.”

—Mushtaq Chhapra, Co-Founder and Chairman, TCF

Employees

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Jobs Created</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>5,465</td>
<td>5,465 (Female Faculty 3,550)</td>
</tr>
<tr>
<td>Present</td>
<td>12,098</td>
<td>12,098 (Female Faculty 8,064)</td>
</tr>
</tbody>
</table>

Campuses

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sindh</td>
<td>540</td>
</tr>
<tr>
<td>Punjab</td>
<td>378</td>
</tr>
<tr>
<td>Baluchistan</td>
<td>67</td>
</tr>
<tr>
<td>Khyber Pakhtunkhwa</td>
<td>58</td>
</tr>
<tr>
<td>Azad Jammu &amp; Kashmir</td>
<td>9</td>
</tr>
</tbody>
</table>

Student Strength

From its humble beginnings of just 5 volunteer-run schools in 1995 to 1,052 schools in 107 locations today throughout Pakistan

<table>
<thead>
<tr>
<th>Province</th>
<th>Number of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary School Units</td>
<td>744</td>
</tr>
<tr>
<td>Secondary School Units</td>
<td>308</td>
</tr>
</tbody>
</table>

From 800 in the first year to 150,000 students at present aged between 4 and 17 years

1,000 Schools & Beyond: The Future Outlook and Sustainability

To commemorate the completion of 1,000 School Units, TCF’s focus is on building a sustainable model and magnifying its impact as a world-class organization. TCF envisions empowering all its students through education and community development to secure a better future for the communities our schools exist in.

Key Performance Indicators: 2014

- Grade-Wise Break up of High School Students
  - A+: 16%
  - A: 36%
  - B: 30%
  - C: 16%
  - D: 2%

- Secondary/High School Pass Rate
  - 92% vs. 57% National Average

- High School Graduates Who Pursue Higher Education
  - 70% vs. 46% National Average

- Female Student Enrollment
  - 47% (TCF strives to reach 50% female ratio by 2019)

- Endowment Fund
  - 173% increase since its launch

Sustainable Funding of Existing Operations Through Endowment Fund

A worldwide campaign conceived with a view to create a sustainable future for TCF. Going forward, it is essential to grow the Endowment Fund for TCF’s sustainability, because of the conscious decision to focus on balancing the mismatch of primary and secondary units.

- Endowment fund lifetime support for a child: $2,250*
- Endowment fund lifetime support for a school: $250,000*

*The profit generated from the investment of the initial amount is used to support the students.
Social and Environmental Responsibility At TCF:

TCF Alumni Program - Developed to create future career opportunities for TCF high school graduates. Under its umbrella, a scholarship fund or endowment has been developed to ensure no TCF graduate is denied higher education due to a lack of funds. In addition, students also receive counselling and guidance every step of the way from merit-based admissions at major colleges and institutions to placements for internships and job search.

TCF’s priority is to provide quality education to all those children living in Pakistan’s most impoverished and ignored communities. However, it is also a socially responsible organization and is involved in various community development initiatives.

TCF “Rahbar” - A mentorship program aimed at the overall development of TCF students as responsible and productive members of society. To date, 2900+ “Rahbar” volunteers have helped over 11,000 students through this program.

Literacy Program for Adults “Aagahi” - A community development initiative especially designed for women hailing from the rural and urban slums around TCF Schools. Launched in 2005 more than 33,000 women across Pakistan can now read and write thanks to Aagahi.

Water Filters - TCF is also making every effort to provide clean drinking water to its students and communities surrounding its schools. TCF has been successful in installing water filters in 59% of its schools.

There’s a lot happening at TCF! To find out more visit http://www.tcf.org.pk/


Just One Example of How Supporters Go Above and Beyond To Show Their Faith In TCF

“Why does any explorer undertake the necessary risks in order to accomplish their dream? Because that person has a drive, they have a focus, and they have a need to explore that dream.”

Haris Suleman, The Huffington Post.

In June 2014, 17-year-old Haris Suleman and his father Babar began a quest to fly around the world in 30 days to raise a million dollars for TCF schools. Tragedy hit when their plane crashed in the Pacific, just a few hours away from their final destination. The father-son duo continue to inspire people around the world. Donations pour in even after the accident and have topped an astounding $3.1 million to date. Haris is still in the running for a Guinness World Record as the youngest pilot to complete a circumnavigation in a single engine aircraft. We honour the Sulemans and their sacrifice today. Their commitment and contribution will never be forgotten by TCF!
The 10 Year Growth Story of TCF Canada

Founded by Saadia Awan in 2005, TCF Canada was incorporated with the objective of raising funds to be directed to educational opportunities for children in Pakistan. We aim to work towards building a network of supporters and volunteers for TCF all over Canada.

TCF Canada is audited by KPMG LLC, with minimum overheads, 99% of funds remitted to Pakistan.

2005-2010
- TCF Canada supports 27 Schools
- MAGNA becomes 1st Canadian corporation to build a TCF school in Azad Jammu Kashmir
- Charity status granted by the Canadian government
- KPMG LLP appointed as auditors
- Donations can now be made to TCF via United Way

2010-2011
- Participation in first Marathon
- Increase in support: 42 schools - Enrollment 6,453 Students - 484 Employees (217 Female Employees) Support chapters formed in Calgary, Regina and Montreal

2011
- More focus on technology to expand TCF Canada’s reach, create awareness and for fundraising.
- Launched: Text to Educate campaign - Text “Educate” to 20222
- Drive to See Them Thrive, a 30 day peer to peer online fundraising campaign - raises $55k
- Winnipeg and Windsor chapters established

2012-2013
- More focus on technology to expand TCF Canada’s reach, create awareness and for fundraising.
- Launched: Text to Educate campaign - Text “Educate” to 20222
- Drive to See Them Thrive, a 30 day peer to peer online fundraising campaign - raises $55k
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2014 An Exciting Phase For Us
- 57 Schools supported - 32 Primary, 22 Secondary
- Enrollment 8,254 Students - 4,959 Boys and 4,139 Girls
- 628 Employees
- Record funds raised $1.6MM vs $1.1MM in 2013, a 45% increase
- Largest Gala ever, 36 corporate sponsors and over 1000 guests
- Participated in the online SKoLL Foundation Charities campaign for the first time
- More support groups form in Vancouver and students at McMaster University make the first TCF support group at one of Canada’s most prestigious universities
- 1st group of Rotarians, The Rotary Club of Brampton, commits to the support of a school in Azad Jammu & Kashmir

What Next: TCF Canada’s Focused Growth Plan: To Drive Double Digit Growth Over Next 4 Years
- Increase mainstream exposure through various campaigns and event participation
- Enhance awareness of our challenge and TCF Mission
- Establish new chapters
- Forge more partnerships and pool resources to build more schools
- Engage youth through student programs and targeted events

2019
- $3 MM
- 13% CAGR
- $1.6 MM
141 Schools for Peace

141 Schools for Peace is an initiative of TCF, in partnership with the 141Schools.org, a citizen web movement and Canadian not-for-profit organization, aiming to create a social impact in Pakistan. It is a global commitment to build 141 school-units across Pakistan in memory of the innocent victims of the Peshawar school attack on December 16, 2014.

There can be no deeper sorrow than the passing of a child and our hearts go out to the bereaved families who have been touched by this horrific event. We strongly condemn this act of terrorism and renew our commitment to fighting ignorance and intolerance in all its forms.

We call upon all Pakistanis and indeed, aware and concerned people across the world, to step forward to support this movement to educate Pakistan. We sincerely hope our efforts today will serve as a beacon of light resisting the advance of extremism in our society and help in the fight to educate the children of Pakistan.

To learn more, please visit www.141schools.org

Because fundraising is not just about money, it’s about the people.

Drive to See Them Thrive (DTSTT)

An annual, 30-day Peer-to-Peer Fundraising Campaign

2013  Launched by a group of friends to build a TCF school

2014  TCF Canada takes notice - Engages all chapters coast to coast - Result: a MILESTONE achievement: 47 teams with 125 participants sign up - Raise three times more funds than 2013

2015  The resounding success could not be ignored, DTSTT gets launched internationally

What started as a Movember-inspired campaign to promote a stache with a swag, ends up fuelling a movement for a cause more dear to a few young professionals based out of Toronto. This Ramadan, DTSTT is on track to go global with TCF chapters based in US, UK, UAE and Pakistan.

DTSTT is the easiest way to reach out to your social contacts, both professional and personal, all around the world, from the comfort of your home. Simply login, setup a personalized fundraising page and you are good to go. To receive all future campaign updates, like us on Facebook and follow us on Twitter!

“They tried to bury us. They didn’t know we were seeds.”
- Mexican Proverb
Thank you to our Media Partners in spreading awareness for the cause of Education.

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[Images of promotional logos]
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Committed to Making a Difference

Magna International is committed to supporting the basic fabric of society through a number of programs, volunteer work and charitable activities around the world. It is our goal to continuously improve the quality of life in all of our local and global communities.

We are proud to support The Citizens Foundation Canada in their mission to create opportunities to improve the quality of life for children in Pakistan.

The future is ours to make.

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Celebrating Ten Years of TCF Canada Efforts to Educate the Underprivileged Children of Pakistan

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From everyone at Losani Homes, we would like to thank The Citizen’s Foundation for all of their dedicated efforts and involvement with children’s education across the country.

Thank you for all your efforts in educating the underprivileged children of Pakistan. Your efforts have helped so many and we are proud to be supporters of TCF.

Sajjad Ebrahim & family
Proud Supporter of

The Citizens Foundation
Canada

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The Citizens Foundation (TCF)

155,000 Students (Almost 50% Female Enrolment)
1052 School Units Across Pakistan

Member of Clinton Global Initiative (CGI)
KPMG Audited and PCP Certified
Strong Corporate Governance (only 9% spent on administration in Pakistan)

Key TCF Accolades:

2014
Ramon Magsaysay Award For Asia’s Beacons of Progress
3-Year Top Ranking Certification From Pakistan Centre for Philanthropy (PCP)

2013 & 2014: SAFA First Runner Award for Best Presented Accounts and Corporate Governance in NGO Category

2013
Skoll Foundation Award For Social Entrepreneurship
JCR-VIS Improved Ranking from 8 to 8+ denoting high level of governance

2010
WISE Award For Transforming Education: Investment, Innovation and Inclusion

Visit www.tcfcanada.org for more info. Join TCF-Canada at