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ANNUAL
REPORT
2023



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MESSAGE FORM CHAIRMAN

Sardar Shahid Ahmed Laghari
Chairman, PRCS



This year, the Pakistan Red Crescent Society proudly marked its 76th anniversary, celebrating over seven decades of dedicated humanitarian service to vulnerable communities across the nation. **"Alone we can do so little; together we can do so much."** This quote by Helen Keller encapsulates our journey and the strength we draw from partnerships.

As we continue to grow and strategically plan for the next seven years, we recognize the importance of closer cooperation with our sister societies, Movement partners, and various stakeholders, including the communities we serve. Our consultative strategic planning process, rooted in the Organizational Capacity Assessment and Certification (OCAC) exercise, has been essential in identifying our current position and the challenges we face, enabling us to chart a clear path forward.

The devastating flood of 2022 highlighted the significant threats faced by our communities and our organization. Despite limited resources, we reached over **2.8 million** flood-affected individuals, and our recovery efforts continue. This experience has reinforced our vision of building a resilient Pakistan, free from vulnerabilities, where people are prepared to offer impartial and voluntary assistance to those in need.

In line with global changes, we are reviewing our organizational structure and major policies to safeguard and strengthen our work, guided by our new Strategic Plan. As we tackle ongoing issues such as climate change, insufficiency of voluntary blood collection, epidemics, community development, protracted conflicts, migration, and routine immunization, we maintain a strong focus on National Society Development and Branch Development.

I want to express my deepest gratitude to all our volunteers who persistently contribute to our goals. Our role as the largest humanitarian organization in Pakistan would not be possible without the dedication of our staff and volunteers. As Albert Schweitzer once said, **"The purpose of human life is to serve and to show compassion and the will to help others."** Their strong commitment exemplifies this spirit.

As we reflect, review, and readjust for the next seven years, I am confident that the PRCS, through our dedicated volunteers and staff, will continue to serve our communities with even greater transparency and accountability. We are committed to providing timely assistance to the most vulnerable across the country.

MESSAGE FROM SECRETARY GENERAL

Muhammad Abaidullah Khan
Secretary General, PRCS



It gives me great pleasure to present our 2023 Annual Report. This year has been marked by both significant challenges and remarkable resilience. In the wake of the devastating floods of 2022, we were determined to rebuild stronger and more resilient than ever, prompting a comprehensive reset of our strategies and operations.

The complexities of the 2022 floods continued to test our established systems, stretching our resources and challenging us in unprecedented ways. We learned invaluable lessons during the Relief Phase, which enabled us to respond more effectively to the recovery needs of the communities we serve. We moved forward collectively, meeting each challenge with a spirit of cooperation and adaptability.

Fortunately, we did not experience another Red Category disaster this year, but the lingering impact of the 2022 floods severely affected many communities. Families were displaced, and many lost their homes and livelihoods. After nearly 10 months of flood response efforts, we have implemented the 'Flood Recovery Program' to help our communities prepare for, respond to, and recover from disasters more effectively. This year has continued to be a learning experience for us all.

In June 2023, Cyclone Biparjoy struck the coastal areas of the country, and we provided relief to over 10,000 people. In July, the Chitral districts of KP province experienced devastating floods, followed by severe rainfall in August 2023, causing significant damage. In Sindh, approximately 2,000 mud houses were washed away, displacing 25,000 people and their livestock. Under its proactive and visionary leadership, the PRCS reached all affected areas promptly, providing relief to disaster-stricken people without any discrimination.

We take this opportunity to express our gratitude to our teams at the National Headquarters, Provincial Chapters, and District branches for their dedication and tireless efforts in our humanitarian work. We also celebrate our volunteers, who continue to give their time and resources to support the work of the Society.

We must recognize the individuals who strengthen the RCRC Movement. As we look forward to better times ahead, we remain committed to building stronger, more resilient communities.

Sharing Happiness: Nurturing Smiles



INTRODUCTION OF PAKISTAN RED CRESCENT



The Pakistan Red Crescent Society (PRCS) was established as a statutory body under the Act of 1920, which was later amended in 1974 by the Parliament.

Quaid-e-Azam Muhammad Ali Jinnah, the founder of Pakistan, served as the inaugural President of the PRCS, and the Society officially commenced its operations on December 20, 1948.

The PRCS is recognized by the Government of Pakistan as a voluntary relief organization and auxiliary to the Government of Pakistan and its Armed Forces in the fields of Medical Services and emergency responses, as stipulated by the Geneva Convention.

The PRCS functions through 60 district branches, seven provincial headquarters, and a National headquarters in Islamabad.

The PRCS is affiliated with the International Red Cross and Red Crescent Movement, which includes the International Federation of Red Cross Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC).

The organization is guided by the fundamental principles of the RCRC Movement, which include Humanity, Impartiality, Neutrality, Independence, Voluntary Services, Unity, and Universality.



Purpose and Objectives of Annual Report 2023

The 2023 Annual Report of the Pakistan Red Crescent Society (PRCS) serves as a comprehensive record of our activities, achievements, and challenges throughout the year. It aims to provide transparency and accountability to our stakeholders, including donors, partners, volunteers, and the communities we serve. By documenting our initiatives and outcomes, the report reinforces our commitment to humanitarian principles and our dedication to building resilient communities across Pakistan.

One of the primary objectives of the annual report is to highlight the impact of our interventions in response to the numerous disasters and crises faced during the year. From the aftermath of the devastating floods of 2022 to the challenges posed by Cyclone Biparjoy and regional floods in 2023, the report details how PRCS mobilized resources, coordinated efforts, and implemented effective relief and recovery operations. By showcasing these efforts, we aim to demonstrate our capacity to respond to emergencies and underscore the importance of continued support for our mission.

The report also aims to illustrate the progress made in strengthening our organizational capacity and enhancing our strategic frameworks. This includes the implementation of lessons learned from past experiences, the adaptation of new methodologies, and the alignment of our goals with global humanitarian standards. By presenting these developments, the report seeks to inform stakeholders of our ongoing efforts to improve efficiency, effectiveness, and resilience in our operations.

Furthermore, the 2023 Annual Report seeks to recognize and celebrate the invaluable contributions of our volunteers and staff. Their dedication and tireless efforts are the backbone of our organization, enabling us to deliver critical services and support to those in need. Through stories and testimonials, the report highlights their experiences and achievements, fostering a sense of pride and solidarity within the PRCS community.

Lastly, the annual report aims to set the stage for future initiatives by outlining our strategic priorities and objectives for the coming years. It provides a roadmap for how we plan to address ongoing challenges such as climate change, community development, and health services. By sharing our vision and strategic direction, we invite our stakeholders to join us in our journey towards building a more resilient and compassionate Pakistan.

PMER Unit

Flood Recovery Program



FLOOD RECOVERY PROGRAM OF PRCS

After a comprehensive joint assessment conducted by the PRCS and IFRC, a Plan of Action and corresponding budget for the Flood Recovery Program was formulated by the PMER Department in March 2023.

By June 2023, the PRCS launched recovery interventions across eight severely affected districts in four provinces, focusing on 40 vulnerable communities.

The primary objective was to assist 435,000 individuals through a variety of initiatives, including Disaster Risk Reduction (DRR), health services, WASH projects, shelter support, livelihood support, cash grants, PGI, and Community Engagement and Accountability (CEA).

The following are the key interventions of PRCS FRP;

Water, Sanitation & Hygien Interventions

In 2023, a total of 9,500 beneficiaries were identified and registered to receive various WASH (Water, Sanitation, and Hygiene) services.

The PRCS undertook significant measures to address the water needs of flood-affected areas. Among these efforts, six solar water plants were installed, ensuring a sustainable and reliable source of clean water for the communities. Additionally, the PRCS provided safe drinking water to thousands of beneficiaries, significantly improving public health and reducing the risk of waterborne diseases.

Further addressing sanitation needs, the PRCS constructed 300 latrines in the flood-affected areas.

This initiative not only improved sanitary conditions but also played a crucial role in maintaining the dignity and health of the affected populations. These comprehensive efforts by the PRCS have made a substantial impact on the well-being of the communities they serve.



Livelihood Support

In February 2023, the PRCS with the support of IFRC undertook joint recovery assessments across the disaster-affected areas. There was a growing concern that without adequate support, those who are already vulnerable will become trapped in a cycle of despair and destitution. The program of flood recovery offered sustainable livelihood opportunities.

In flood-affected provinces, a BIR (Beneficiary Identification and Registration) process has been completed for 9,500 households to provide in-kind livelihood support. This support includes essential items such as loaders and livestock to help restore the livelihoods of the affected families. Distribution points have been strategically identified at both the district and village levels to ensure efficient and effective delivery of these resources.

Additionally, there is ongoing planning for an agricultural assessment in Jaffarabad, aimed at understanding and addressing the specific needs of the agricultural sector in the region. An orientation meeting has been held with newly hired staff in Punjab and KPK to brief them on their roles and responsibilities.

Furthermore, planning for field activities is underway, and the administrative approval of a tender notice is in process. This comprehensive approach ensures that all necessary preparations are made to support the affected communities effectively.



Health & Care

As part of the flood recovery program, the PRCS has planned and implemented a range of essential health activities across various communities. These initiatives include district-level training sessions for staff under the Community-Based Health and First Aid (CBHFA) program, aimed at equipping them with the necessary skills to effectively support community health needs.

A comprehensive assessment of Basic Health Units (BHUs) has been conducted to evaluate and improve their capacity to provide essential health services in flood-affected areas. Additionally, CBHFA sessions have been organized for community members to enhance their knowledge and practices in health and first aid.

The program also includes specialized training on additional health modules, ensuring that staff are well-prepared to address diverse health challenges. Regular monitoring visits are conducted to ensure the effectiveness of these activities and to provide ongoing support and guidance.

Overall, these efforts are designed to strengthen community health systems and improve the resilience of flood-affected populations.



Ready for Tomorrow: PRCS Preparedness Initiatives

In 2023, the Pakistan Red Crescent Society (PRCS) significantly advanced its Disaster Preparedness (DP) stock for flood-affected areas, showcasing a strong commitment to immediate relief and future readiness.

Critical supplies include 3,500 delivered and paid-for tents, with 2,250 more in transit and 7,000 additional tents on the way. An extra 2,500 tents are set to be acquired through a repeat order. PRCS is also procuring 3,500 kitchen sets and hygiene kits to maintain sanitary conditions and support daily living for affected families.

To provide warmth and protection, 17,500 blankets are part of the procurement plan. For clean water and disease prevention, PRCS has acquired 7,000 jerry cans and 10,500 Long-Lasting Insecticidal Nets (LLINs)/mosquito nets. Additionally, 3,500 solar lamps are being procured to ensure reliable lighting in areas with unreliable or no electricity.

Shelter & Housing

During the planning process for the Recovery Phase, the PRCS aimed to construct 40 model houses in flood-affected districts. Initially, no funding was available, but the PRCS has now received confirmation of funding from the IFRC and has completed the design phase.

Although the specific sites will be identified later, technical bids for the 40 houses have already been opened. The joint shelter teams of PRCS and IFRC have completed the technical evaluation, and the financial bids are scheduled to be opened on 09 January 2024.



Cash and Voucher Assistance

In 2023, the PRCS undertook significant efforts to provide financial relief during the Recovery Phase, successfully distributing cash assistance to 26,000 households affected by the flood in 2022. This initiative aimed to offer immediate support to those in urgent need, helping them to rebuild their lives and secure essential resources. Recognizing the plight of Afghan migrants, the PRCS also planned to extend this assistance to 4,000 individuals from this vulnerable group, ensuring they receive the necessary support to navigate their challenging circumstances.

The financial commitment from PRCS has been substantial, with over 1.5 million CHF already distributed to support these efforts. This financial aid has been crucial in helping affected communities stabilize and recover. Looking ahead, the PRCS has earmarked an additional 2 million CHF for 2024, reflecting a continued dedication to addressing the ongoing needs of those impacted by disasters and displacement. This planned allocation aims to strengthen the resilience of communities further and provide sustained support to Afghan migrants and other vulnerable populations.



Donating Blood: Saving Lives



OUR 24/7 SERVICES

Throughout the reporting year, PRCS constantly delivered vital humanitarian assistance through a range of essential services. These included wide-ranging First Aid services, rapid-response Ambulance services, life-saving Blood donation drives and supplies, and round-the-clock support via the 24/7 1030 helpline. By maintaining these critical lifelines, PRCS ensured continuous support and relief to those in need, reinforcing its commitment to saving lives and enhancing community resilience.

Regional Blood Donation Center

The PRCS Regional Blood Donation Center (RBDC) operates around the clock to guarantee the safe collection and provision of blood, serving as a crucial lifeline for countless individuals in need. In 2023, PRCS RBDC organized numerous successful blood drives across diverse sectors, including educational institutions, corporate organizations, and embassies. One notable achievement was the blood drive at GIK University in TOPI, District Swabi, where an impressive 402 units of blood were collected in just one day. This remarkable effort underscores the center's dedication to ensuring a steady supply of safe blood for those in need.



Hon. Chairman PRCS and Turkish Ambassador set examples by donating blood in RBDC.

The impact of the PRCS Blood Bank extends far beyond mere numbers, touching the lives of individuals battling various health challenges. Through their relentless efforts, the blood bank has provided vital support to patients with Thalassemia, Hemophilia, Cancer, and Liver Failure, as well as those undergoing Dialysis or recovering from Road Traffic Accidents and Pregnancy complications. The PRCS Blood Bank's commitment to these individuals highlights its pivotal role in the healthcare system, offering hope and life-saving resources to those facing critical medical conditions.



First Aid & Pre-Hospital Emergency Care

Dedicated to saving lives, changing minds, and uniting people for healthy, safe, and resilient communities, the Pakistan Red Crescent Society (PRCS) and the International Committee of the Red Cross (ICRC) have implemented First Aid (FA) and Pre-Hospital and Emergency Care (PHEC) program in 31 conflict-affected districts across Pakistan. This program supports districts along the Indo-Pak and Pak-Afghanistan borders, as well as regions grappling with insurgencies and sectarian violence. By conducting awareness sessions, PRCS and ICRC strive to address the specific needs of these affected areas more effectively.



In 2023, these efforts culminated in the organization of **1,143** first-aid training sessions, benefiting a total of **8,432** individuals. These training sessions are a testament to PRCS and ICRC's commitment to enhancing emergency preparedness and building resilient communities in some of Pakistan's most vulnerable regions.

Community Engagement and Accountability (CEA)

The Pakistan Red Crescent Society (PRCS) is always within reach, providing vital support to the community during emergencies with just a click. In 2023, PRCS's 24/7 helpline, 1030, served as a crucial lifeline, receiving 15,000 calls from various parts of Islamabad, Punjab, Sindh, and Baluchistan. PRCS helpline facilitated immediate assistance, addressing urgent needs, answering queries, and processing complaints. The overwhelming response highlighted the crucial role of PRCS in offering timely and effective support to those in distress, particularly flood-affected individuals seeking aid and information.

This significant volume of calls highlights the trust and reliance the community places on PRCS during crises. By maintaining an accessible and responsive helpline, PRCS ensures that help is always available, reinforcing its commitment to serving the public. The organization's swift response to these calls not only provides immediate relief but also fosters a sense of security and support among the affected populations, demonstrating the essential role PRCS plays in enhancing community resilience and emergency preparedness across Pakistan.



Empowering and engaging Volunteers



INTERNATIONAL
VOLUNTEERS
DAY
2023

OUR Youth & Volunteers

In 2023, the Youth & Volunteer Department of the Pakistan Red Crescent Society (PRCS) achieved significant milestones through its meticulously planned activities. These accomplishments include;

- Registering 1,275 new associate members and successfully raising RS. 719,000 via a fundraising campaign
- Securing small grants related to climate change with the dedication of 12 volunteers.
- Actively participated in international training and events
- Executed the Summer Mentorship Program, and celebrated both International Youth Day and Volunteers Day.
- Moreover, the Y&V Punjab Branch raised an impressive RS. 2 million for flood response efforts.

Complementing PRCS's broader mission of improving the lives of vulnerable populations through essential healthcare, disaster response, and community development initiatives, the Y&V department embarked on innovative endeavors. Notably, it designed a pioneering First Aid training module based on the Youth as Agents of Behavioral Change (YABC) framework, poised to be replicated across the Red Cross Red Crescent Movement. Additionally, PRCS is deeply engaged in road safety advocacy and education, particularly targeting youth to mitigate road traffic fatalities and injuries. The Vital Intersection Awareness (VIA) program, initially implemented in 15 schools in Islamabad and later expanded to include 10 more schools, specifically caters to youth aged 10 to 18, delivering comprehensive road safety sessions that enhance students' understanding through theoretical teachings and practical scenarios.



OUR Interventions

Access to Health Services in Merged Areas of KP

In late 2022, Peshawar and Nowshera faced significant dengue fever outbreaks, with 9,490 and 1,200 reported cases respectively. However, PRCS's proactive efforts, including awareness campaigns and vector control measures, led to a remarkable decline in cases in 2023, with only 535 cases in Peshawar and 12 in Nowshera. In addition to combating diseases, PRCS provided essential health services, psychosocial support, and health education to 32,507 patients in Baka Khel, while reaching 47,763 beneficiaries in Swat and Di Khan, integrating protection, gender, and inclusion into their programs. Access to Health Program is supported by NorCross.

Meanwhile, in areas of displacement like Bannu and DI Khan, PRCS's Mobile Health Teams (MHTs) delivered 47,342 outpatient services to 24,347 Temporarily Displaced Persons (TDPs), with 38.60% male and 61.39% female patients. The project also conducted 902 health and hygiene sessions, benefiting 29,103 individuals, focusing on improving health outcomes in the Orakzai tribal district, North Waziristan, and South Waziristan, with a particular emphasis on the well-being of women and children.



OUR Interventions

Routine Immunization Program

Pakistan grapples with persistent challenges in eradicating the spread of Wild Polio Virus Type-1 (WPV1), largely stemming from deficiencies in Essential Immunization (EI) services, limited access to Primary Healthcare (PHC), inadequate Water, Sanitation, and Hygiene (WASH) infrastructure, and exacerbated malnutrition. In response, the project is strategically designed to bolster Routine Immunization (PENTA 3) coverage to 80% within targeted districts such as Killa Abdullah, Chaman, Bannu, and South Waziristan, overcoming barriers to access and fostering demand through comprehensive community awareness initiatives.

A core objective of the project is dispelling anti-vaccination misconceptions, particularly prevalent in remote, high-risk areas. Emphasizing community engagement, the initiative aims to achieve the 80% Routine Immunization coverage target by conducting awareness sessions, delivering direct immunization services, and disseminating targeted messaging to address vaccine hesitancy effectively. Implemented in districts identified based on specific needs and immunization service gaps, the project primarily benefits children under one year old and their families, with the Ministry of Health (MoH) playing a pivotal role as a key stakeholder in these efforts. In total, the project has reached and benefited 10,605 individuals aged 1 to 5 years old in the reporting year.



OUR Interventions

Restoring Family Links Program

In 2023, the Restoring Family Links (RFL) program in Pakistan undertook a wide range of initiatives to enhance its services and outreach. These activities included training sessions, knowledge-sharing events, review and planning meetings, emergency response efforts, leadership and regional meetings, field visits, workshops, and conferences. Each of these efforts aimed to improve coordination and the referral system. Additionally, the program provided direct assistance to vulnerable RFL beneficiaries through one-time cash assistance activities.

The RFL program actively engaged with stakeholders at national, provincial, and district levels to ensure effective collaboration and coordination in achieving its objectives. To support these efforts, the program recruited personnel, including Restoring Family Links Officers, to manage and coordinate the flow of individual cases. Through these comprehensive efforts, the RFL program in Pakistan is making significant strides in its mission to re-establish and maintain family contact in various challenging situations, ensuring that families can reconnect and communicate despite adversities.



Mitigating Future Risks and Climate Disasters

Anticipation and Humanitarian Preparedness (AHP) Program

With support from the German Red Cross, the Pakistan Red Crescent Society (PRCS) launched the Forecast-based Financing (FbF) program in October 2021. Prioritizing riverine floods due to their high frequency and impact, the program developed a Simplified Early Action Protocol (S-EAP) for Charsadda, Nowshera, and Peshawar along the Kabul River Basin, linked with IFRC's Disaster Relief Emergency Fund. An MOU with the World Food Program aims to scale up the S-EAP along the Kabul River Basin.

PRCS now plans to expand anticipatory efforts to a nationwide Full Early Action Protocol (EAP) for the Indus River Basin, targeting extreme flooding events like those in 2010 and 2022. The project collaborates with national and international stakeholders to develop early action protocols, strengthen capacities, and integrate anticipatory actions into existing plans, enhancing disaster preparedness across Pakistan.



The Climate Advocacy and Coordination for Resilient Action

The initiative aimed to engage key stakeholders in climate change, including government bodies, academic institutions, civil society organizations, and the private sector. In its first year, it concentrated on building partnerships and identifying potential collaborators to enhance disaster risk management (DRM) strategies related to climate change. Noteworthy stakeholders included the Gilgit-Baltistan Environmental Protection Agency, GBDMA, the Boys Scouts Association, and regional entities.

The project also established strong collaborations with international organizations such as the IFRC and ICRC, as well as partners within the Red Cross and Red Crescent Movement. These efforts aimed to boost cooperation and coordination among all stakeholders to strengthen climate change resilience and DRM initiatives.



Risk Awareness and Safer Behavior Project

For over a decade, the PRCS, with support from the ICRC, has been running a project initially known as "Mine Risk Education." It evolved into "Risk Awareness and Victims Assistance" and is now "Risk Awareness and Safer Behavior" (RASB). The project aims to reduce casualties from landmines and explosive remnants of war (ERW) through comprehensive educational initiatives. It focuses on informing communities about these dangers, promoting safer behaviors, and closely monitoring the program's impact.

The RASB project collaborates with local and international partners to build community resilience and mitigate long-term risks associated with ERWs. In 2023, the project recorded 13 success stories. Identified 111 victims, assisting 35 of them.



National Society Development

National Society Development (NSD) OR Organizational Development (OD) is a pivotal area for the RCRC Movement and the PRCS. The NSD aims to bolster the effectiveness, efficiency, and sustainability of PRCS by enhancing various operational and governance facets.

NSD focuses on fortifying PRCS's legal and organizational framework, supporting branch development, improving core systems like HR, IT, PMER, finance, and logistics, and promoting good governance, youth engagement, volunteer management, resource mobilization, and partnerships. This comprehensive approach ensures that PRCS can address local humanitarian needs effectively while maintaining high standards of accountability and transparency.

With support from the IFRC and ICRC, PRCS integrates these elements into its strategic and operational plans. This includes conducting Organizational Capacity Assessments, fostering collaboration with national and international stakeholders, and developing programs to enhance community resilience and disaster preparedness. By prioritizing NSD and OD, PRCS aims to create a robust, well-governed, and responsive organization capable of tackling Pakistan's humanitarian challenges.

The ICRC has supported PRCS in branch development in conflict-affected areas of KP and the Merged Areas since 2007, enhancing its operational capacity in emergencies like IDP situations, earthquakes, and floods. In 2023, efforts were focused on improving PRCS staff and volunteer response capacities, establishing community-level response structures, mainstreaming climate change adaptation, and enhancing crisis communication skills. Notably, PRCS KP organized Safer Access training and developed a policy to ensure the safety and security of its operations. PRCS is strengthening its support system and ensuring accountability across various functional departments through these efforts.

Financial
Management

Procurement

Logistics &
Fleet
Management

Planning,
Monitoring,
Evaluation &
Reporting

Information
Management

Human
Resource
Management



Crosscutting Areas of PRCS

- 1) **Communication:** The Media and Communication department of PRCS played a pivotal role in 2023 by amplifying PRCS activities across various media platforms. They issued 48 press releases from NHQ and generated significant social media engagement, including over 3,000 Facebook posts reaching 8,451,418 people, more than 2,800 Instagram posts with 260,846 engagements, and over 2,000 tweets. Additionally, the department supported field activities, organized workshops and symposiums, aided in relief efforts, and managed media coverage for key events.
- 2) **CEA & PGI:** As essential transversal themes, CEA and PGI received focused attention from PRCS in 2023. Trained focal persons were assigned to these areas to integrate CEA and PGI activities into the Flood Recovery Program, Unified Planning, the PRCS Strategic Plan, and other development initiatives. Efforts concentrated on inclusive program planning, enhancing feedback mechanisms, incorporating DAPS standards, building volunteer capacity, and developing Standard Operating Procedures (SOPs).
- 3) **PMER:** Throughout the reporting period, the PMER Unit ensured effective progress reporting and supported programs and operations in designing and conducting surveys, process monitoring, Post-Distribution Monitoring (PDM), and reviews. PMER led the strategic planning process and facilitated the OCAC process alongside OD focal persons. PMER’s focus remained on information collection, data analysis, and using data for informed decision-making.
- 4) **Duty of Care:** PRCS prides itself on being a volunteer-based organization, considering its volunteers as its backbone. Measures to ensure the safety and security of volunteers included providing insurance, necessary training, and equipment, and acknowledging their contributions through certification, appreciation, and remuneration.
- 5) **Climate-Smart Programming:** Given Pakistan's vulnerability to climate change and its severe impacts, PRCS has committed to climate-smart programming. Over the years, PRCS has integrated climate-friendly practices into its programs and operations, ensuring that activities are designed to minimize harm to the communities they serve while addressing the challenges posed by climate change.



Coordination & Collaboration

The PRCS leadership, governance, and Senior Management actively engaged in coordinating and collaborating with various stakeholders on both national and global fronts. They convened a series of meetings involving 17 ambassadors and consulates, heads of UN agencies, the Resident Coordinator of the UN in Pakistan, Heads of ICRC, IFRC, and Partner National Societies, the Regional Director of IFRC, the Under Secretary General of IFRC, President and Secretary General of IFRC, Provincial Governors, Federal Ministers, Chairman NDMA and PDMAs, along with other stakeholders. These strategic meetings aimed to foster partnerships, enhance the image of PRCS, and facilitate resource mobilization.

Furthermore, the PRCS leadership and Senior Management actively represented PRCS in various international fora, including OIC, COP conferences, and regional and global RCRC meetings.



Strengthening PRCS Branches

In an effort to significantly reinforce the operational capabilities of PRCS branches across the country, the leadership at PRCS National Headquarters made a substantial and generous donation of state-of-the-art ambulances and blood collection vans to provincial branches. These donations specifically targeted PRCS branches in AJK, GB, Merged Areas, Balochistan, and Punjab. This strategic initiative was taken not only to enhance emergency response capabilities but also to ensure that the PRCS is equipped to provide immediate and efficient healthcare services during critical times.

By supporting these branches with advanced medical vehicles, PRCS demonstrates a robust commitment to delivering high-quality healthcare services to communities in need. This is especially vital in underserved regions where access to medical facilities and emergency services may be limited. The provision of these resources highlights the dedication of PRCS to improve health outcomes and offer timely medical interventions, thereby strengthening its role as a key player in the national healthcare landscape. The initiative also exemplifies the organization's proactive approach to addressing healthcare disparities and improving overall public health preparedness and response.



Other Important Events and Actions

- 1) **OCAC Exercise:** With generous technical and financial support from IFRC, PRCS conducted an Organizational Capacity Assessment and Certification (OCAC) review in March 2023. A comprehensive report resulting from this exercise has been prepared, serving as the cornerstone for future action plans.
- 2) **Solar System Installation at National Headquarters:** As part of austerity measures, PRCS installed a solar-powered system at its National Headquarters, demonstrating a commitment to sustainability and responsible resource management.
- 3) **Grand Fundraising Event for Monsoon Flood Relief:** PRCS orchestrated a significant Grand Fundraising Event aimed at supporting populations affected by monsoon floods in 2022. The event successfully engaged a wide array of stakeholders, donors, and partners in the relief efforts.
- 4) **Response to Cyclone Biparjoy:** In July 2023, the devastating Cyclone Biparjoy struck coastal areas of Sindh and Balochistan, causing extensive displacement and infrastructure damage. PRCS promptly mobilized relief efforts, assisting over 10,000 individuals affected by the cyclone.
- 5) **Commemoration of National and International Days:** PRCS actively commemorated various significant days, including International Women's Day, International Volunteers Day, RCRC Day, the 76th Foundation Day of PRCS, and Blood Donation Day, highlighting its commitment to social causes and humanitarian values.
- 6) **Strategic Write-shop for 2030 Planning:** PRCS organized a consultative write-shop aimed at refining the draft Strategic Plan for PRCS for the year 2030. Engaging all branches and Movement Partners, this collaborative effort resulted in the finalization of a strategic blueprint to guide PRCS's future endeavors effectively.



KEY ACHIEVEMENTS AND HIGHLIGHTS

STRATEGIC PLAN

PRCS has prepared its seven years strategic plan (2024 – 2030)

OCAC

In 2023, PRCS carried out OCAC review exercise to assess its areas of strengths and improvement.

FLOOD RECOVERY PLAN

Following its Flood Relief Phase of floods Operation 2022, the PRCS initiated Recovery Phase in 8 Districts targeting 240,000 People.

RESOURCE MOBILIZATION

So far, PRCS has been able to secure over CHF 20 million for its Relief and Recovery

BENEFICIARIES

PRCS reached over 2.8 million beneficiaries directly and indirectly.





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