



CONCEPT PAPER

Relief4Pakistan: Bringing the Power of the Global Village to Recovery and Reconstruction of Forgotten Villages in Flood-Ravaged Pakistan

The Situation:

In late July 2010, flooding from unusually heavy monsoons expanded southward along the Indus River from northern regions of Pakistan towards western Punjab and then down into the southern province of Sindh. Described as a “slow moving tsunami” the full effects of the floods have proven difficult to comprehend and subsequently respond to. Donor fatigue, mistrust of Pakistan, and slow media coverage have all been blamed for the slow donor response to a disaster that is emerging as one of the biggest the world has seen in a century. One third of the country was submerged, causing millions of the poorest people in rural Pakistan to lose everything including their homes and livelihood and to be displaced. The United Nations estimates that the floods have affected 20.36 million people; 11,000 villages and over 1.9 million houses have been damaged or destroyed.

The scale of this disaster has stretched the capacity of the Pakistani government and relief agencies acting on the ground and international donor response has been slow and insufficient to meet the on-going needs of the vast population affected by the floods. The UN Emergency Relief Fund remains about 40% funded and aid agencies worry that funds for basic food relief will run out before December: it has fallen on concerned global citizens to mobilize for more support from individual donors. To date, individual donors have only pledged \$300 million for the flood victims whereas \$1.1 billion was raised for victims of the Haiti earthquake, a disaster that affected a comparatively smaller population.

Over four months from the onset of the floods, peoples displaced by the floods have begun returning to their villages and critical needs for shelter and livelihood need to be urgently addressed before the winter months begin and another planting season is lost in a country where the vast rural population depends on the agrarian economy for livelihood and food.

Stage 1: Relief4Pakistan’s Emergency Relief Response

Relief4Pakistan, a partnership between Indus Valley Productions, ML Resources Social Vision and Pakistani Peace Builders, was designed as a rapid response platform to fill the gap left by the slow global response. Led by a small team of concerned global citizens, Relief4Pakistan leverages social media platforms and personal networks to develop a global grassroots movement based on personal appeals, empowering individual donors to make an impact by simultaneously raising awareness about the humanitarian crisis in Pakistan. Relief4Pakistan successfully mobilizes a wide network of donors and centralizes 100% of the donations to a vetted international relief agency.

Launched on August 13th 2010, the first stage of the campaign focused on supporting emergency relief efforts by Seattle-based Mercy Corps in some of the hardest hit areas in Pakistan. Mercy Corps was selected as the recipient of the campaign's donations because of its credibility with an international donor base and expertise in responding to global emergencies, as well as its long-term commitment to Pakistan. Through this campaign, Relief4Pakistan raised \$150,000 within less than 3 months, permitting Mercy Corps to provide clean water, food & rebuilding supplies to more than 113,000 people in the Swat Valley and more than 30,000 people in upper Sindh and Balochistan.

Stage 2: Relief4Pakistan's Recovery/Reconstruction Response

As the full scale of the damage continues to be assessed, billions of dollars will be required for a massive reconstruction of Pakistan and revitalization of the hardest-hit communities, many of which will be overlooked by overwhelmed government and large agency efforts.

Given Relief4Pakistan's success in mobilizing an effective individual donor response strategy for filling the gaps in the emergency relief phase, the second stage of the campaign will leverage its unique approach to launch an innovative and cohesive model for addressing the recovery needs of those forgotten communities to help families rebuild their lives and livelihoods.

Relief4Pakistan has joined with concerned US-based philanthropists and partnered with the LA-based disaster relief agency Operation USA to address this space and develop a unique strategy to help rebuild entire communities that have been drastically affected by the floods while addressing key development indicators including health, energy, housing, education, and livelihood skills-building required for sustainable and long-term recovery.

This project would introduce a participatory framework that allows donors, citizens, and social entrepreneurs to directly and collectively address the development needs of small local communities that might otherwise not receive attention in the recovery process after major disasters like the floods in Pakistan. The intention is to create a model based on knowledge and best practices from other natural disasters and that would also be replicable at a wider scale in Pakistan and beyond.

Focus on Bangla Ichha Union Council: The Relief4Pakistan recovery program is centered on post-flood rehabilitation and reconstruction of the Bangla Ichha Union Council comprised of four villages in the Rojhan sub-district of the Rajanpur district in the southern part of the Punjab province in Pakistan. Located at the point where the Balochistan, Sindh and Punjab provinces meet, along the western banks of the Indus River, this region is inhabited by the Mazaris, one of the oldest Baloch tribes in Pakistan. Rajanpur has been one of the hardest hit areas of Pakistan¹.

Bangla Ichha Union Council has been devastated by the recent flood disaster in Pakistan:

- 1) 30,000 people were displaced, 2/3 of a total population of 40,000 people.
- 2) Homes were destroyed and damaged, and an estimated 5,000 new homes will need to be rebuilt in this reconstruction phase.

¹ For media coverage on Rajanpur see:

i. <http://tribune.com.pk/story/48592/lack-of-media-attention-starving-rajanpur-of-urgently-needed-aid/>

ii. <http://www.independent.co.uk/news/world/asia/people-of-rajanpur-have-nothing-to-drink-but-filthy-water-2088129.html>

iii. http://www.msnbc.msn.com/id/39016941/ns/world_news-south_and_central_asia/

- 3) 20,000 acres were submerged, impacting the livelihood of the local Bangla Ichha community, 95% of whom depend on farming as a primary source for livelihood.
- 4) The floods also destroyed the wheat inventory stored from last year's harvest, an important staple of their diet.

Prior to the floods, Bangla Ichha Union Council had been home to some of the poorest communities in southern Punjab, dependent on a primarily agrarian economy (95% of the population's livelihood is derived from farming). Since the floods, this community has become acutely vulnerable and given that 60% of the population is comprised of women and children, and 30% of the population is below the age of 18,

Strategy: Relief4Pakistan has designed the recovery program to permit Operation USA and other partner organizations to work with the tribal leadership and the local organization (Khawateen Cooperative Society) to build a sustainable community-led plan that could be sustained by the local community organization in the future. The strategy is designed to embody the local tribal values of *Insaan Dosti* (shared humanity), *Khidmat* (service), and *Wafa* (loyalty), which drive tribal leader Sardar Wali Khan Mazari and who will support Relief4Pakistan's efforts to provide transparent execution of all aspects of the program as well as security for all development workers who are brought in by Relief4Pakistan.

Relief4Pakistan's role in this project will be to advise, raise funds for and coordinate the program. In order to fulfill this role, Relief4Pakistan partners will leverage their deep networks in the philanthropic and development sectors in the US, Pakistan and internationally, to develop a *Loya Jirga* (or Leaders Council) of philanthropists and an Advisory Council of local NGO's with technical expertise in the priority areas. To date, Relief4Pakistan has received major support from the Shelley & Donald Rubin Foundation, The Daphne Foundation and the Partridge Foundation.

First Priority: Based on the consensus of the Bangla Ichha community, Relief4Pakistan's campaign will focus on a recovery program for the livelihood of the local farming community.

As a first step to meeting this goal, Relief4Pakistan brought the community's urgent needs to the attention of agricultural recovery programs in other parts of Pakistan and thereby facilitated relationships with the Rohi Development Organization (implementing partner for the UN's Food and Agricultural Organization) and the Imran Khan Foundation to provide seeds to the most vulnerable members of the community - farmers who owned less than 10 acres - in time to meet the December planting season. Donations of seeds and fertilizer for planting 3,400 acres of wheat crops (an estimated value of \$385,000 or 33M Rupees) have been successfully delivered to Bangla Ichha.

With our partner OperationUSA, Relief4Pakistan will now focus on the next step of our recovery and reconstruction program in Bangla Ichha Union Council: rebuilding and reinforcing the dykes along their lands on the West bank of the Indus River so that this community is better able to protect its livelihood from any future floods. A needs assessment study is currently being conducted but the project is estimated at \$150,000.

Simultaneously, Relief4Pakistan is developing a consortium of partner organizations to meet the Bangla Ichha Union Council's needs in areas including health, energy, housing, education, and livelihood skill building to collectively address long-term recovery.

Preliminary partnership discussions are ongoing with a range of potential partner organizations:

- Health Services: SHINE Humanity, Naya Jeevan
- Education Services: Developments in Literacy, The Citizens Foundation
- Microfinance: Akhuwat
- Microfinance for Women: Kashf

- Housing insulation: Ghonsla
- Solar Energy: EcoEnergy Finance

Marketing and PR

Relief4Pakistan's campaign relies on a wide range of endorsements in addition to US philanthropists composing the *Loya Jirga*. Current celebrity endorsements include Actress Ali McGraw, Pakistani-American actor Faran Tahir, Comedian Aasif Mandvi. Celebrity endorsers and Relief4Pakistan partners consistently speak in major US media to grow awareness of the flood disaster in Pakistan. A selection of these media appearances include:

1. Ali Macgraw radio interview: <http://www.santaferadiocafe.org/podcasts/?p=962>
2. Faran Tahir NBC interview: <http://www.webcastr.com/videos/news/picking-up-the-effort-to-help-pakistan-flood-victims.html>
3. Faran Tahir in Fox LA: <http://www.myfoxla.com/dpp/news/ramping-up-relief-efforts-for-pakistan-20100827>
4. Aasif Mandvi MSNBC interview: http://www.msnbc.msn.com/id/39832619/ns/us_news-giving/
5. Kalsoom Lakhani interview on Riz Khan 's show on Al-Jazeera English: <http://english.aljazeera.net/programmes/rizkhan/2010/08/2010825102946579950.html>
6. Mahnaz Fancy interview on Fox.com: <http://ktmcfarland.com/2010/10/11/2518/>
7. Mahnaz Fancy interview on America.gov: <http://www.america.gov/st/sca-english/2010/November/20101112112132eirrac0.3480341.html?CP.rss=true>
8. Ayesha Khan interview on Guardian.com: http://www.guardian.co.uk/edinburgh/2010/nov/05/edinburgh-film-university-kashf-ayesha-khan-quest-blog?CMP=tw_t_gu

More details and making a donation online:

<http://www.Relief4Pakistan.com>

Additional information about the campaign available through ongoing posting on Facebook at <http://www.facebook.com/pages/Relief4Pakistan/151209104894802?ref=ts>

For further questions and information on how you can get more involved, contact:

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