

Good afternoon ladies and gentlemen, distinguish members of the rotary club, I am Raana Syed the program manager for the sahara for life trust Europe.

I am grateful to this honorable club to have given us the time today to share and explain the vision of sahara Trust.

I will present an executive summary of the trust while my colleague and the other manager for Sahara, Mr Ron Slappendel will give you a presentation and you will have some time for Q&A later.

Our mission and target are to raise, and invest via the SAHARA for Life Trust Pakistan, € 14 Million towards the building of a state-of-the-art cancer hospital, which is in line with SAHARA's vision of improving access to healthcare, medical education, and disaster relief.

What is SAHARA for Life Trust?

The word Sahara literally taken in Urdu (which is the most spoken language in Pakistan) means giving support

SAHARA is an acronym that stands for **Services Aimed at Health and Awareness in Rural Areas.**

SAHARA for Life Trust, the parent organization of SAHARA for Life Europe, is a **registered tax-exempt organization enjoying a consultative status with the United Nations.**

It is a recognized entity by Pakistan's Center for Philanthropy and holds accreditations from charity commissions of U.K., Canada, and the USA.

The primary goal of SAHARA for Life Trust is to provide **quality healthcare, healthcare education, and social services** that are accessible and cost effective to the people residing in the remote areas of Pakistan.

SAHARA for Life Trust exists to serve the community and runs on the concept of equality and social responsibility implemented through a cross subsidization model.

The founder of the trust Mr. Abrar Ul Haq is a symbol of human service. As a pop music icon, Mr. Haq has been instrumental in creating a vision of folk heritage, music, and community service that has transcended geographical and linguistic barriers to propagate the message of love, hope and tolerance among millions of his followers. The death of his mother provided the stimulus for his benevolent dream, which led to the establishment of SAHARA as an NGO on 15-June, 1998, and later registered as a Trust on 15 June, 2000. Within a short span of time, the Trust has established itself as a devoted, transparent, and professional organization.

I would like to give you here a little brief about the current Healthcare in Pakistan

Pakistan is one of South East Asia's fastest growing economy with a 5.5% yearly GDP growth projected until 2023.

The country is home to nearly 200 Million people split between high-density urban clusters and remote-rural areas, which house a majority of the population.

Having gained independence 72 years ago, the country has struggled to keep up with the healthcare needs of its **growing population**. Added to this, the **lack of government funding and support**

programs, especially for remote and rural areas, has hampered the existence of a sustainable healthcare infrastructure.

Pakistan has extreme poverty, with 5% of its population earning less than \$2/day, and a high child mortality rate. In fact, its infant mortality rate is the highest in Asian countries where all 75 out of 1000 children born die before they are five years of age. Primary causes that contribute to high infant mortality are prematurity, birth asphyxia and trauma, and sepsis. The situation is further aggravated because only 30% of deliveries in the poorest households have a skilled attendant at birth compared to 85% of deliveries in the richest households.

The lack of maternal health care services, for the poor in remote areas, also contributes to the overall worsening picture.

Pakistan has the lowest patient-to-bed ratio in the world (1593:1) as well as the lowest doctor-to-patient ratio (1:1073).

Finally, there is a gap when it comes to quality professional and vocational institutions for training future caregivers.

SAHARA for Life Trust, has chosen for Impact through strategy: Since its inception, SAHARA for Life Trust has aimed at tackling Pakistan's healthcare challenge. Our vision is to serve and facilitate the underserved, underprivileged, and deprived population of Pakistan through the provision of health, education, and livelihood services.

Our approach:

In order to achieve our vision, we have developed a strategy whereby we tackle the underlying causes contributing to low healthcare coverage in Pakistan while simultaneously providing immediate relief to the poor and underserved.

I will explain this three-fold approach which connects to tangible results.

1) **Affordability**——creating facilities that provide free of cost primary and secondary healthcare to the deserving and needy. 3,7 million patients have been treated for free, this with continue global charity efforts. And building of other revenue streams.

2) **Access**—expand access to healthcare by extending new and existing health facilities and creating outreach programs for provision of primary care.

Scaling up the Sughra Shafi medical complex and build similar hospitals in other districts.

3) **Knowledge**—Educate the next wave of doctors, nurses, mid-wives and pharmacists—Launch of Sahara Medical college

Our Impact:

By raising **awareness**, both **locally** and **internationally**, and joining forces with likeminded **donors**.

SAHARA for Life Trust has been instrumental in providing healthcare and disaster relief to the poor and needy.

So far, we have completed over 500 projects, varying from small to large scale, that directly improved the lives of over 5M people. But I will only mention here the megaprojects.

Having successfully served so many people has only enabled us to dream bigger. In addition to the smaller projects, SAHARA for Life

Trust has undertaken three Mega Projects that will have lasting impact on the future of healthcare in Pakistan.

These are:

The Sughra Shafi Medical Complex – a state of the art medical complex, which caters to a population of 4.5 Million in the district of Narowal, successfully completed on April-08 2007. Since its inception, it has treated over 3 million patients.

The SAHARA Medical College – this is the second mega project for SAHARA for Life Trust with the aim to educate healthcare professionals to the highest international standards.

SAHARA medical college has been functional since 2015/16 with first batch of **100 students** already enrolled and a planned expansion of **150** in the second batch.

SAHARA Cancer Hospital – this is the third mega project for SAHARA for Life Trust with **fundraising now underway**. The aim of this project is to create a state of the art **medical facility that specializes in providing accessible treatment to cancer**.

I don't think ladies and gentleman that I need to tell you how terrible this disease is and than imagine that you have no access to treatment which is extremely expensive and almost impossible for the poor in a country like Pakistan.

Accelerating our vision:

In January of 2019, Mr. Abrar Ul Haq launched the SAHARA for Life Trust's Europe chapter accelerating SAHARA's vision to serve the underserved and to touch more lives. Having a European chapter allows for two things:

(1) Fund raising to meet the ambitious target needed for building the SAHARA Cancer Hospital

(2) Finding strategic partners in Europe's mature healthcare domain.
SAHARA for Life – Europe Chapter

Although recently inaugurated, SAHARA for life Europe has a well-established link to its parent organization.

Our mission is two-fold,

1) to accelerate fund raising activities contributing to the construction of SAHARA Cancer Hospital,

And

2) to cultivate mutually beneficial strategic partnerships that help us shape our strategy and execution thereof.

The strategic significance of establishing a European Chapter is that Europe is home to longstanding healthcare companies for example, like Philips and Siemens who have devoted a significant amount of effort to improve healthcare technology and are now shaping the future of healthcare.

The Rotary & SAHARA:

The rotary has over 115-year history of serving humanity in various ways.

It is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian service and to advance goodwill and peace around the world. It is a non-political and non-sectarian organization open to all people regardless of race, colour, creed, religion, gender, or political preference.

The Sahara Vision and philosophy is in alignment with the same vision as the Rotary.

We believe and hope that we can find a capable associate who shares our passion for improving lives and has a proven record of accomplishments.

By working together with SAHARA, Rotary will lend its name to another good cause that is likely to give the rotary another acknowledgement and recognition for this achievement too.

What does SAHARA gain:

By collaborating with The Rotary Club, SAHARA for Life will gain from the knowledge and insights of a mature organization.

This translates into direct strategic guidance in the areas of scalability and deployment.

We believe that working with Rotary would allow us to tailor our strategic roadmap in such a way where we can optimize our resources and build self-sustaining healthcare hubs

Additionally, having SAHARA's strategy validated by the Rotary Club and having it as a strategic partner would give us more recognition in Europe and their endorsement will enable us to apply for additional grants and funding from European philanthropists.

Hence allowing us to accelerate our efforts in building the SAHARA Cancer Hospital.

In summation, The Rotary Club and SAHARA share the same ambition for **improving** people's lives and a collaboration of the two would be of great benefit to both organizations.

This will be another feather in the cap for the rotary club!!

Thank you so very much Ladies and gentlemen for your time and attention I hope that with your support and help we can achieve our noble cause!!