



**Peace Foundation**

# **PEACE FOUNDATION**

## **Strategic Planning**

**2014-2017**

Prepared by: Rifat Shamas,  
Human Resource Learning Centre (HRLC)  
House 155, street 33, I-8/2 Islamabad  
Ph: +92-(0)51-4863666-4864466  
Cell: +92-(0)301-8171626



Peace Foundation

## EXECUTIVE SUMMARY

Strategic plan for Peace Foundation explains vision for the future, the contribution that the organization can make to that vision and the actions and steps that will be taken to make that contribution for the improvement of human rights including sexual and reproductive rights. Our strategic plan will be helpful for creating a solid understanding of what is happening around us. We have mentioned tools and techniques that help us to respond to our environment, capitalizing on our strengths, overcoming our weaknesses as well as taking advantage of the opportunities that exist and managing the threats we face in the field of sexual and reproductive health field. This document outlines the strategic plan of the Peace Foundation for the period 2012-2017.

We involved making a serious commitment to following an inclusive and collaborative process. The situation of human rights in Pakistan is complex as a result of the country's diversity, large population, its status as a developing country and a sovereign, Islamic republic as well as an Islamic democracy with a mixture of both Islamic and secular laws. The Constitution of Pakistan provides for fundamental rights, which include freedom of speech, freedom of thought, freedom of information, freedom of religion, freedom of association, freedom of the press, freedom of assembly and the (conditional) right to bear arms. The clauses also provide for an independent Supreme Court, separation of executive and judiciary, an independent judiciary, independent Human Rights Commission and freedom of movement within the country and abroad. However it is debatable how much these clauses are respected in practice.

Thanks



# CONTEXT

S#	TOPIC	PAGE#	S#	TOPIC	PAGE#
01	Focused Area of Work	04	26	Challenges	11
02	Vision	04	27	Strategic Orientation Matrix (SOR)	11
03	Mission	04	28	Strength Influences	11
04	Thematic Areas of Peace Foundation	04	29	following strengths	12
05	Core Values	04	30	Weakness Influences	13
06	AREA OF OPERATION	05	31	Lack of strategic planning,	13
07	Primary Constituency	05	32	Conclusion	13
08	Existing Projects	05	33	<b>Proposed Strategy for the Peace Foundation</b>	14
09	<b>PURPOSE OF STRATEGIC PLANNING</b>	06	34	Guiding Principles	14
10	Approach used in developing Strategic Planning	06	35	Organizational Development and financial sustainability	14
11	Methodology and tools applied for Strategic Planning	07	36	Goal : Organizational Development and financial sustainability	14
12	SWOC and PESTLE Analysis	07	37	Internal Strategic Priorities and Direction	14
13	Focus Group Discussions (FGDs) with CSOs, Lawyers and Journalists	08	38	Capacity building of Staff and Volunteers	14
14	Consultative Meetings with Volunteers	08	39	Strengthened internal governance and management	15
15	Key Informant Interviews of the Government Officials	08	40	Fundraising	15
16	PESTL Analysis Gauging Sindh for Peace Foundation	08	41	Sustainability of the Peace Foundation	15
17	A ) Political Analysis	08	42	<b>ORGANIZATIONAL DEVELOPMENT OUTPUT AND RESULTS</b>	16
18	B ) Economic Analysis	09	43	Focused program for Future	16
19	C ) Socio-Cultural Analysis	09	44	Key objectives of Peace Foundation for three years(2014-2017)	17
20	D ) Technological Analysis	09	45	Strategic Interventions (Action Plan)- 2014-2017	17 .18
21	E ) Legal Analysis	09			
22	<b>Strengths, Weaknesses, Opportunities and Challenges Analysis of the Peace Foundation</b>	10			
23	Strengths	10			
24	Weakness	10			
25	Opportunities	10			



Peace Foundation

PEACE FOUNDATION has built up a solid reputation for its work. Peace Foundation is a development organization based in Mirpurkhas, Pakistan working towards Women Development through self-sufficiency of the community focuses on Sexual and Reproductive Health Rights and issues.

**Focused Area of Work:** Currently, Peace Foundation is working in District Mirpurkhas, Umerkot, Tando Allahyar and Sanghar with the support of International Parenhoods Federation UK and Catapult Women Deliver USA. On two different projects for reducing unsafe abortions in rural communities, Catapult, Women Deliver USA supports us in "Preventing early married couples from pregnancies". We also work with SPO Hyderabad in disaster risk reduction program in Mirpurkhas. We have developed early warning system for seven union councils of Mirpurkhas. We also worked in different districts focusing on the daily routine activities i.e. Gender Equity Program. Education, Health, WASH, Shelter, Livelihoods, Capacity Building etc and various other areas of district affected by the monsoon floods in year 2010-2012

#### **Vision:**

**Socio economic empowered society without any gender discrimination with equitable access to social justice and resources.**

#### **Mission:**

Strive to bring about gender equality in all matters of life. Through promoting social activism in rural areas among youth, rural communities, women and girls for taking collective actions for social development , harmony and integration and improving their access to productive resources and opportunities, making them socially and economical empowered so that they can exercise their rights to combat poverty and injustices

#### **Thematic Areas of Peace Foundation:**

Peace Foundation works with government department and directly with rural community . Our main areas of works:

- Sexual and reproductive health services and advocacy
- Educational Development and Awareness
- Disasters Responses in Emergencies
- Gender and Women Empowerment
- Civil Society Strengthening & Good Governance
- Need based livelihood Program Interventions

#### **Core Values**

The following are core values of the Foundation for all its operations, programs, members interaction, communication etc.



Peace Foundation

Peace Foundation upholds these core values in achieving its objectives. All staff members and volunteers are expected to follow the principles and standards given below in the matters related to the Peace Foundation:

- i. **Transparency:** All Volunteers and staff of the Peace Foundation are to give top priority to transparency within themselves as well as in all affairs related to the Peace Foundation.
- ii. **Best Practices:** The Volunteers and Staff members are expected to interact with each other and with the pool of the Peace Foundation diversified experience, with a view to enhancing their organizational competencies and become ambassadors of best practices themselves.
- iii. **Accountability:** All staff members are to act honestly and responsibly above their own party orientations, if any, in order to promote ethical practices of the Peace Foundation.
- iv. **Compliance with the law:** All the staff members and staff of Peace Foundation will conduct all activities in compliance with all applicable laws and regulations.

#### **AREA OF OPERATION:**

- **Primary Constituency:** Six districts of Sindh, Mirpurkhas, Sanghar, Tando Allahyar, Tharparkar and Badin

#### **1.2 Existing Projects:**

##### **1. mHealth interventions to reduce unsafe abortion practices in rural areas of Sindh**

Duration of project: 01<sup>st</sup> July 2014 to 30 June 2017(36 months)

Funded By: IPPF UK, SAAF (Safe Abortion Action Fund)

**2. Prevention from Pregnancies to early married child couples in three districts of Sindh ,** duration one year, supported by Catapult, Women Deliver.

**3. Reproductive Health Education project and organization institutional support** by Global Fund for Women for third year from First July 2015-30 June 2017.

**4. Health and Hygiene Education in flood disaster effected communities** in District Mirpurkhas for one year from 01<sup>st</sup> Jan 2015 to 31-12-2015 supported by Strengthening participatory organization Hyderabad Sindh Funded by UN Women, Pakistan Office.



## **PURPOSE OF STRATEGIC PLANNING:**

The purpose of the Three Year Strategic Plan is to define the common goal of the Peace Foundation. We have identified both long and short term strategic objectives to achieve our objectives. We have also developed effective strategies to achieve these objectives and formulate a sustainable financial plan.

Our strategic plan will be helpful for understanding strategies as a path that takes us from where we are now to where we want to be and strategic planning as a process of making these choices and documenting them. Our strategic plan is based on the following key principles:

- Knowing who the Peace Foundation is all about.
- Knowing what brings change and how effective it would be.
- Predicting how the environment is likely to change and how dynamic we are to cope with the changes.
- Rigorous and honest self-appraisal of the organization itself.

There were many constraints while doing this extensive exercise; however a well thought out process has helped us in strategy development:

- Ensured leadership
- Got the staff ownership
- Listened and learnt
- Made hard choices
- Kept the process simple and people led

This strategy for Peace Foundation is developed after detailed review of all the material/documents related to identification of the national and international organizations working for similar issues as of Peace Foundation that can build capacity of the network members by sharing resources, capacities and providing technical support; capacity assessment of the partner organizations; and systematic consultations with the Peace Foundation's volunteer potential beneficiaries i.e. minority groups in the target districts, key stake holders i.e. district level local administration, police, lawyers, journalists, CSOs, HRDs etc. This strategy has incorporated all valuable comments, suggestion.

## **Approach used in developing Strategic Planning:**

The strategy is developed with a participatory consultative approach where stakeholders from various walks of life have actively participated. The process started with the consultation with Volunteers of the organization and the whole exercise was introduced to them. The SWOC



Peace Foundation

(strength, weaknesses, opportunities and challenges) and PESTEL (political economic, social, technological, environmental and legal analysis) of the Peace Foundation was carried out. A brainstorming session was held about the vision, mission, thematic areas and strategic objectives of the Peace Foundation and the need for improvisation. The tools for strategic planning were shared with the Volunteers and their input was taken to enrich the methodology further. The provincial level plans for consultation with other stakeholders were finalized. The strategic plan, result framework and MNE framework was presented .

### **Methodology and tools applied for Strategic Planning:**

HRLC initiated the activity with an orientation of its designated team for the said assignment. An inception meeting was held between the Peace Foundation and HRLC team to discuss and agree over the suggested methodology, tools, field plan and reporting template. It was also agreed during the inception meeting with Peace Foundation team that the consultants shall spend one and half day for strategic planning exercise.

There are numbers of tools and processes for strategic planning. Most effective tools available for strategic planning have been utilized over the timeframe including the series of consultative meetings with the Lawyers, Media, Minority Political and religious Groups; Focus Group discussions with the volunteers; Key Informant Interviews with the Line Depts.(District Government, Police, Social Welfare) in all the four provinces, and the SWOC, SOR Matrix, PESTL analysis in Peace Foundation meetings:

### **SWOC and PESTLE Analysis**

A strategic partnering framework analysis methodology has been devised based on existing and well-known business strategic analysis tools (the political-economic-social-technological, environmental and legal (PESTLE) and strengths-weaknesses-opportunities-challenges (SWOC) analysis. As decided; the single most familiar tool applied by the consultant for developing strategy is the SWOC analysis (Strengths, Weaknesses, Opportunities, and Challenges). The purpose of the SWOC analysis for Peace Foundation was to assess the organization's external environment and identify the positive and negative forces that are likely to help and hinder its ability to achieve the set mission. In conducting a SWOC analysis, the Peace Foundation's volunteers were asked to consider all aspects of its internal functioning of the organization's program (what it does) and its process (how it goes about doing it). PESTLE analysis was found interesting and simple among other tools by the Peace Foundation's volunteers.

PESTLE analysis is considered to be a valuable strategic method to anticipate the Peace Foundation decline or growth, status of Peace Foundation cause, potential for improvement, and develop future operational strategy. PESTLE analysis ensures that the organization functioning is in accordance with the dominant influential change forces that may affect the environment of network. PESTLE is especially beneficial when an organization plans to enter new areas or other countries.



### **Focus Group Discussions (FGDs) with CSOs, Lawyers and Journalists**

Focus group discussion (FGD) is a semi-structured information collection technique conducted with a group of participants and aiming at assessing their opinions and perceptions. Participants are encouraged to answer, remain silent, or respond to each other as the conversation is guided by one or more facilitators or moderators. The technical team decided to conduct FGDs with CSOs, lawyers, journalists at district level in Mirpurkhas to gain their opinion and understanding of the Peace Foundation and expected role for the protection and promotion of Peace Foundation

Checklists and guides were developed for the field facilitators to help them conduct the discussion. All the discussions held were recorded with the help of an audio recorder and backed up by limited notes by a moderator and more detailed notes by an assistant moderator. A consolidated script was prepared at HRLC head office for the FGDs for each province.

### **Consultative Meetings with Volunteers:**

The technical team decided to conduct consultative meetings with the members of network at national and provincial level to gain their insights about the Peace Foundation, its vision, mission, strategic objectives, activities and expected risks. The consultative meetings were conducted with volunteers in Mirpurkhas.

### **Key Informant Interviews of the Government Officials:**

A series of key informant interviews with the officials of department from police and social welfare were held in Mirpurkhas. Check lists and guidelines were also developed for the moderators to help keep the focus during interviews. The interviews aimed at acquiring information from the district level officials about the Peace Foundation, expected role and integration of activities with the line departments.

About the Political, Economic, Social, Technological, and Legal Scenario of the Network

### **PESTL Analysis: Gauging Sindh for Peace Foundation**

#### **A) Political Analysis**

The opportunities available for the political scenario in Sindh refer to the fact that the political parties are aware of the social issues and human rights. These political parties have included women human rights workers and minority rights in their political agenda and work for its promotion sometimes for the sake of fame only. National Political Parties, PPP, PTI, MQM, PML (F), political workers and activists at grass root level create opportunities for Women human rights,





#### **b) Economic Analysis**

**Economic opportunities for the Network in Sindh** refer to the industrialization in the province. It is the most industrialized province of Pakistan, most of the manufacturing units are being established here due to several reasons. Most of the head offices of Pakistani companies and regional head offices of the international companies operating in Pakistan are located in Karachi-Sindh. The members from Sindh suggested that economic opportunities cover expanded business operations of such organizations and companies working for religious rights. There are opportunities for Women even in most common professions in Sindh i.e. agriculture, crafts and skills.

#### **c) Socio-Cultural Analysis**

**The socio cultural opportunities refers to** many different festivals celebrated in Sindh that provide an opportunity to its people to interact with each other and understands mutual needs and problems, common grounds and differences. Sindhi Language is most commonly used in the area which creates socio-cultural opportunities along with shared values and Folk Wisdom. Unanimity of the language, traditions, history, dress, music, helps build social relations among citizens and organizations.

**The challenges include** lower literacy rates in the women in Sindh province particularly in rural Sindh in comparison to other provinces of Pakistan are coupled with lack of information and awareness regarding human rights and Women Human Rights. Fragile/ Broken social structure/ Punctured, forced conversion / marriages and social insecurity are major challenges that the network has to face. Moreover some other challenges such as cast based division and discrimination, Jirga, Mushrooming of Madrassas due to failure of formal education system, hate material in curriculum, hate speeches / messages, influx of non-locals may also create hurdles for promoting women human rights, specially rights for sexuality and reproduction..

#### **d) Technological Analysis**

**The technological analysis reveals a range of opportunities for the** Peace Foundation. It includes large audience associated to FM Radios, Sindhi electronic and Print Media, TV Cable Networks, Cell phone/ SMS Packages and etc. It creates technological opportunities for the Peace Foundation to increase its outreach to promote awareness about sexual and reproductive rights.

#### **e) Legal Analysis**

**The opportunities assessed for the legal perspective refer to the** active judiciary, favorable legislation, supportive laws and law practitioners who may support the network to move forward with the Peace Foundation agenda. According to Article 22-A / Article 19-A, legal factor creates opportunities for supporting human rights. The challenges for legal perspective refer to some of factors that may create barriers such as poor implementation of laws, politically influenced bar



## **Strengths, Weaknesses, Opportunities and Challenges Analysis of the Peace Foundation**

Strengths, Weaknesses, Opportunities and Challenges (SWOC) analysis was carried out by the Volunteers of Peace Foundation. The members were facilitated to brainstorm about the positive internal factors (strengths), negative internal factors (weaknesses), positive external factor (opportunities) and negative external factors (challenges).

### **Strengths**

1. Peace Foundation has increasing its visibility and has acquired a solid reputation mainly due to its partner organizations. Volunteers are working on multiple levels with diversified experience, firm commitment towards the vision of the network and local presence in ten districts.
2. Peace Foundation is being known for engaging media, advocacy and lobbying to bring change in discriminatory laws against women and creating an enabling environment for ensuring women's sexual and reproductive rights. Outreach districts, support from international community on human rights, and availability of financial resources, high quality programs, innovative ideas and focus on leadership development are the strengths of Peace Foundation.

### **Weakness**

Despite of available funds, Peace Foudnation has no proper planning to secure funds for its sustainability after September 2017 mainly due to non-availability of its strategic plan. The strategic plan will enable the Peace Foundation overcome its inability to function efficiently and respond agilely to emerging opportunities. Lack of coordination among members due to partner organization's multiple projects, associated responsibilities and capacity of volunteers on Peace Foundation issues are weaknesses.

### **Opportunities**

Peace Foundation has evolved rapidly as a civil society organization working for the promotion of sexual and reproductive health of women and girls of marginalized communities. Therefore, Peace Foundation can significantly enhance its name, recognition, raise public awareness of its numerous strengths especially its vision to work for a socio-politically and economically just and peaceful society in which religious minorities can access and exercise their rights to life, liberty and dignity with freedom.



Peace Foundation

Peace Foundation can address many of its weaknesses and capitalize on its strengths by harnessing opportunities to increase its resource base through facilitation from donor organizations, International support regarding legislation and becoming a prominent organization for sexual and reproductive justice.

Peace Foundation expand its visibility by emphasizing on its research based recommendations, advocacy and lobbying for implementation of existing laws and by exploiting the available conducive environment for new legislation i.e. GOP's willingness for Women human rights legislation with national and international support.

Peace Foundation has diversified membership and outreach, networking and media support provides access to large, diverse population especially Women and Girls and a unique partnership with national and international network. These partnerships, as well as Peace Foundation's rapidly increasing activities, provide an opportunity to encourage a greater appreciation for Rights sexuality, reproductive health and rights of choices.

Together, these opportunities present the Peace Foundation with ability to enhance significantly its international, regional and national recognition, and in so doing to become a nationally known and respected right based Network.

### **Challenges**

The impacts of recent political scenario, increasing culture of intolerance, rise of religious extremism, typical mindset and biased behaviors towards women human rights particularly sexual and reproductive health rights, increasing influence of political religious parties, strong feudalism, cast based division and discrimination, fragile social structure (Punchiat, Jirga etc.), mushrooming of madrassas due to failure of formal education system, hate material in curriculum, hate speeches & messages, biased national media and discriminatory laws could emerge as challenges. Hostile environment and security issues of Human Rights Defenders (HDRs) make REAT less accessible for many willing volunteers.

### **Strategic Orientation Matrix (SOR)**

With an aim to acquaint participants as how strengths and weaknesses at the same time affect opportunities and challenges; SOR was conducted furthering the spirit of SWOC. The volunteers and staff member of Peace Foundation based on the SWOC analysis determined the SOR matrix. The findings of SOR matrix are presented below:

**Strength Influences** In participatory consultation session, discussants from the Peace Foundation have identified



**following strengths:**

- Strong commitments of the volunteers of Peace Foundatin;
- Diversity of the Volunteers and CSO connected with Peace Foudnation;
- International convents and declarations on women human rights;
- Strong linkages with the government departments;
- Vibrant experience of the staff members of Peace Foundation;
- Available funding for the Peace Foundation; good deal of available resources;
- Wide geographical presentation of the partner civil society organizations;
- Strength that the Peace Foundation draws from its more than 41 volunteers
- Local presence, experience and wisdom; understanding of the issues;
- Freedom of operation; and outreach of the Peace Foundation.

Participants also identified opportunities associated with each of the strength and the challenges that can be addressed by harnessing following **opportunities**. In following causal relationship between strengths of the Peace Foundation associated opportunities to it and challenges is presented.

- ❖ International convents and declarations on Women human rights provide required support for the network to overcome the insufficient government support for the network in Pakistan.
- ❖ Women Human Rights Defenders and volunteers of Peace Foundation are the key strength . They are a source of networking at gross root level, capacity building of the locals and to influence the legislators however they may face the security issues due to rising extremism.
- ❖ Strong linkages with the government departments and officials should be developed to influence legislation, build strong networks and linkages with the media. These linkages will help addressing; security issues against minorities, religious freedom and rising extremism.
- ❖ Peace Foundation has a wealth of experience that its member organizations have brought in. This capital of experience provides an opportunity to build upon the available technical expertise, lessons learnt from other Peace Foundation, efficient use of resources, utilize the national legislation to overcome the challenges i.e. lack of political will, discriminatory laws and rising intolerance in Pakistan.
- ❖ Available funding for the Peace Foundation is identified as the strength at hand which 12 provides support to benefit from external favorable environment, international support, and to make the network prominent nationally and internationally.



- ❖ All available resources provides the Peace Foundation an opportunity to gather more resources, gain the required technical expertise, built quickly upon the lessons learnt from other organizations and scope of work which will help cope the hostile environment, discriminatory laws and intolerance in society against women.

### **Weakness Influences**

#### **Weaknesses – will block – Opportunities – not well managed will compound–Challenges**

Lack of ownership within the Peace Foundation, lack of coordination and communication between the Peace Foundation's volunteers,

#### **Lack of strategic planning,**

lack of long term planning and designing and capacity issues

These weaknesses if not turned into strengths will leave many of the opportunities untapped and create challenges. In following, relationship between the weaknesses, opportunity and challenges has been provided.

- ❖ Lack of coordination and communication between the different
- ❖ Lack of ownership within the volunteers are huge weakness that will hinder utilization of the international support, visibility and favorable environment.
- ❖ Nonexistence of specific strategic planning for the Peace Foundation may result into failure to attract more resources, scope of work and loss of available space in media and will result into more hostile environment and intolerance in society.
- ❖ Absence of planning/designing and improper implementation may result into limited scope for new funding, innovation, networking and alliances. It will increase the severity of religious extremism and discriminatory legislation.
- ❖ Capacity issues of the members will reduce to opportunity to attract more funds, create new alliances and networks, innovate and address the conducive environment leaving the discriminatory laws unchallenged.

### **Conclusion**

Peace Foundation is prominent right based civil society organization that has significant strengths and extensive opportunities. If it leverages its strengths and takes advantage of its opportunities to the fullest extent possible, Peace Foundation will overcome its weaknesses, surmount its challenges, and succeed in fulfilling its vision to work for a socio-politically and economically just and peaceful society in which women and girls can access sexual and reproductive health facilities and can enjoy choices with dignity.



Peace Foundation

## **Proposed Strategy for the Peace Foundation**

The strategy strikes a balance between the existing status, constraints and capacity limitations on the one hand, the urgency to strengthen the Peace Foundation to achieve its vision on the other one.

### **Guiding Principles**

The Peace Foundation's strategy is anchored on the premise that the Peace Foundation of civil society organizations at the national level will work effectively and efficiently for the promotion of freedom of sexual and reproductive justice; address the violations of women rights particularly concerning the sexuality and reproductive rights and to create the space for diversity of ideas and opinions at all levels.

### **Organizational Development and financial sustainability**

#### **Goal : Organizational Development and financial sustainability**

1. Streamline efficiency, effectiveness and growth of the organization
2. Strengthen financial viability of the organization

### **Internal Strategic Priorities and Direction**

Since our organization's inception, we have continued to develop our interest in our organizational development. We tend to improve our work processes which have resulted in increased professionalism in finance, human resources and program management. A team culture permeates all of our work along with a willingness to share ideas. This has resulted in the development of a talented group of people who are constantly searching for new and improved ways of making a difference.

÷

We desire to become a leading social development organization that offers constructive work environment, best project management, management, human resource and financial practices. Through putting in place required financial resources, technology and relevant infrastructure, systems and competent human resources, we will achieve enviable institutional effective and quality. We desire for creating a lasting impact. To manage change in the organization, we will regularly assess our progress for improvements in financial and other resources and guide our people to gain specific capabilities and expertise. Our strategic priorities are highlighted below:

**Capacity building of Staff and Volunteers :** We will strengthen our staff capacity building mechanism to timely and effectively respond to challenges of field work, organization development and fundraising. We take serious note of skill development needs of people in the

**14**

**PEACE FOUNDATION: House No.151 Pak Colony Umerkot Road Mirpurkhas 69000 Pakistan.**

**[www.peacefoundation-pak.org](http://www.peacefoundation-pak.org) and [www.abortion-peace.org](http://www.abortion-peace.org) email:p\_foundation@yahoo.com**

**Skype: peace.foundation1 Face book: [www.facebook.org/peacefou](http://www.facebook.org/peacefou) ph:+92-233876239,Cell :+92-3332950775.**



organization. We will build a diverse team that is motivated, knowledgeable, skillful, and

accountable and confidently delivers our mission. Our capacity building urge will not remain limited to own organization but will reach out to our beneficiaries and local partners in order to improve human resources for managing and solving problems on sustainable basis.

**Strengthened internal governance and management:** We also prioritize the element of 'governance as a critical factor for organization strengthening. We also emphasize putting in place an empowering and motivating work environment that reflects gender balance, ethno-religious diversity, and technical specialization in our staff and volunteers. Moreover, our organization is in a continual process of developing and implementing policies, procedures and systems. This process will be streamlined and strengthened through more proactive board and management motivation.

**Fundraising:** To achieve our mission, we will continue to enhance our fundraising activities. The continuity in the inflow of financial resource being the life blood of any organizations is critical strategic need we will have to target. We will focus fundraising activities that promote awareness of our work and position as trusted, professional not-for-profit organization. Two pronged resource generation strategy will be undertaken; (i) initiating own income generation initiatives, accumulating savings and endowment, and increasing volunteerism and membership donations. (ii) Seeking and securing donor assistance for community projects through enhanced skills of staff in proposal writing and building linkages with donor, partner organizations and government line departments.

level.

### **Sustainability of the Peace Foundation**

1. The second strategic intervention recommends at this early stage of the network building at National and International level in order to ensure sustainability of the Peace Foundation.
2. Resource mobilization from local and international individuals and donor organizations
3. Strengthening institutional capacities per four departments, Management and operational staff will have training opportunities as to increase their professional skills.
4. By organizing Skype Meeting, introductory mails, e-newsletter of the organization and developing necessary policies and procedures to strengthen organizations.
5. Quick Book financial resources will be increased through different techniques by increased by 25% by the end of 2017. Further PKR 200 million will be mobilized to sustain the program activities by the end of Sep 2015 and the network will be strengthened at national, regional and international level by expanding its membership by the September



## ORGANIZATIONAL DEVELOPMENT OUTPUT AND RESULTS

Developed and implemented Strategic Plan in place by 2015 to provide a road map for guiding organization in playing an effective role as provincial development partner in long term.

Enhanced capacity of human resources in project management, M&E, proposal writing and financial management.

Improved organizational effectiveness by aligning institutional policies, procedures and systems with national and international standards by 2017.

Increased funding to Rs. 5 million a year based on improved fundraising capacities through the training of staff and board members in fundraising techniques, online search, professional networking and proposal writing.

Increased internal resource generation capacity through income generation initiative, membership fee and fundraising events to support future operational and program needs and sustainability of the organization.

Developed and implemented computer base financial system and M&E system through increased technology adaption process of the organization.

### **Focused program for Future:**

1. Reduce unsafe abortion in rural communities
2. Advocacy and policy lobbying for sexual and reproductive rights.
3. Protection and promotion sexual and reproductive rights and rights for choices.
4. Education of Sexual and Reproductive health to young people
5. Reduce stigma against abortion providers and women seeking abortions in five districts of Sindh province by the end of the project.
6. Sustainability of the Network and for it increased membership, networking with regional and international level orgs, program development and resource mobilization.





### Key objectives of Peace Foundation for three years(2014-2017)

Objective: 1.

Increase access to 6000 (4500 Girls and 1500 Women under 40) accurate information about safe medical abortion for women in six districts of Sindh province by 2017:

Objective:2:

Basic Education of Sexual and Reproductive health to 6000 young people in six districts, 2000 per year .

Objective:3

Reduce stigma against abortion providers and women seeking abortions in Six districts of Sindh province by the end of the project at the end of 2017.

### Strategic Interventions (Action Plan)-2014-2017.

S.No.	Activity title	Activity
1	Advocacy and lobbying for policy and legal reforms.	Peace Foundation will continue with advocacy and lobbying for policy and legal reformists implementation of protective measures provided in the legal framework of the country. The Peace Foundation shall continue its contribution for creating enabling environment for democratization of institutions and society in which all citizens can access their rights regardless of gender identities. People have direct access to comprehensive reproductive health facilities in govt. Hospitals.
2	Social accountability tools to ensure Reproductive health facilities.	Peace Foundation will use Social accountability tools and techniques as strengthened capacity of local youth, women and community stakeholders to make demands and influence local health departments and elected representatives to improve existing reproductive health services. They have awareness and perceptions about unsafe abortions and its complications in the intervention areas
3	Mobile phone helpline for accurate information for medical abortion.	Peace Foundation runs two phone help lines; Two telephone hotline in the target area run by two trained counselors to provide information in local languages to women and girls about the methods of administration misoprostol and what to expect after taking MA pills, expected side-effects and where to seek post-abortion care in cases of emergency.



		<p>The hotlines are open 48 hours per week. Sunday is leave for hotline counsellors. The telephone counsellors have standard guidelines on what to say over the phone on:</p> <ul style="list-style-type: none"><li>• Medical abortion and post abortion care</li><li>• Counselling during the taking of medical abortion</li><li>• Where to get contraceptives and how to use them</li><li>• What to do/where to go in case of problems</li></ul>
4	Using social media to spread information and knowledge on safe abortion	<p>Peace Foundation have develop materials (poster, pics and messages) for abortion seekers, health service providers and women's rights activities on Facebook, Twitter, and other social media outlets to provide information to women in Sindh province throughout project tenure. Social media activities including the website has been managed, email response also given to information seekers. The advocacy and networking officer works for five days in a week, 40 hours per week, she operates twitter, Facebook and the website. She spreads messages with the consent of project coordinator.</p> <p><a href="http://www.abortion-peace.org">www.abortion-peace.org</a></p> <p><a href="https://www.facebook.com/safe.abortioncar?ref=hl">https://www.facebook.com/safe.abortioncar?ref=hl</a></p>
5	mHealth intervention for medical abortion	<p>mHealth text-messaging program (using Frontline SMS software) provides supplementary information to women calling the Peace Foundation hotline via SMS. The SMS provides information about medical abortion, side-effects, where to seek post-abortion care in cases of emergency, and information about post-abortion contraception throughout project tenure.</p> <p>We have send 9500 SMS from july to date.</p>
6	Website development in local language	<p>A website with 100 GB with unlimited bandwidth has been developed. It contains legal information about medical information, usage methods, availability, referral directory of service providers and hotline numbers. All information is in the local language. Visitors' questions on the website are answered through email;</p>



Peace Foundation