



PAKISTAN YOUTH CHANGE ADVOCATES (PYCA)
ANNUAL | 2019
REPORT

DREAM. STRIVE. ACHIEVE.




ANNUAL
REPORT | 2019



CONTENTS

Dream. Strive. Achieve.	01
Our Footprint	02
At Least 12 Years of Education	03
Youth Engagement through Civic Participation	05
Diversity Breeds Tolerance	07
Service Delivery	10
Financials	11
PYCA in Media	12

For more on PYCA, go to www.PYCA.org.pk.

Or follow us on:    

DREAM. STRIVE. ACHIEVE.

At PYCA, we believe,

“Whatever is worth doing at all, is worth doing well.”

We believe this because we know that even the smallest acts of kindness when carried out with great love hold the potential to forever change lives.

We believe this because we know that even the most insignificant of breakthroughs when followed-up enthusiastically make way for great victories.

We believe this because we know, those who persevere never fail. Seven years after its inception, PYCA continues its mission with great fervor to help create a Pakistan that is literate, tolerant and developed.

Our mission would be a mere dream without your generous support and commitment to the causes that we share. In gratitude, we invite you to review our Annual Report that highlights our work all through 2019, celebrates our wins, recognizes our donors and provides an insight into our financials.

We look forward to your continued support!



Areebah Shahid
Executive Director
🐦 @AreebahShahid



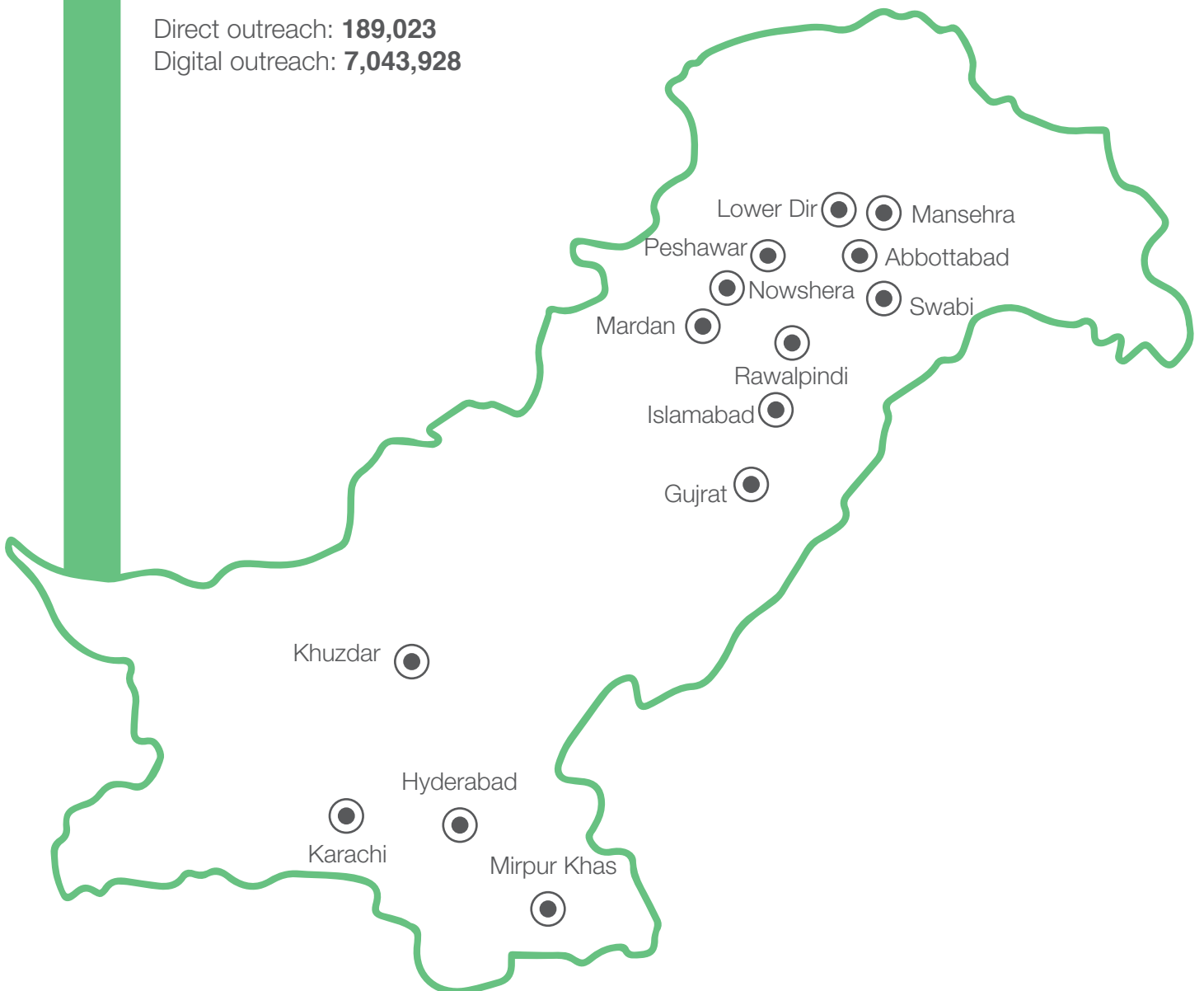
Aakif Nazeer Khan
Chair, Board of Trustees
🐦 @AakifNazeer

OUR FOOTPRINT

Over 720K people reached across Pakistan.

Direct outreach: **189,023**

Digital outreach: **7,043,928**





At Least 12 Years of Education

Education is the single most important component for the uplift and development of any society. From poverty eradication and accelerated economic growth to greater civic participation and enhanced welfare, nothing is possible without an educated society.

And yet, more than 70 years after independence, we, in Pakistan have been unable to prioritize education.

An estimated 22.8 million children remain out of schools in the country with 53 per cent – or the majority of these out-of-school children being girls.

It goes without saying that without ensuring education for every girl-child, Pakistan will neither be able to live-up to its constitutional commitment enshrined in Article 25-A nor will it be able to meet its SDG targets by the Year 2030.

With the help of our volunteers, champions of change within the Parliament and our donors, PYCA spearheaded multiple campaigns at the community and policy levels throughout 2019 to support 12 years of sustained education for every Pakistani child, especially our little girls.

We reached 4,203,192 people, including policy makers, parliamentarians, community representatives, caregivers and media personnel to create greater demand for girls' education on one hand and on the other, to ensure public sector's commitment to providing the necessary infrastructure to meet this newly created demand.

Direct Engagement with Girls

Efforts for children that do not include their voices can never go so far to bring real change. We directly reached 603 young girls with Girl Advocate Guide. The Guide informed young girls on the importance of their right to 12 years of sustained education and ways in which they could advocate for the realization of this right. During follow-ups, 237 girls informed us of how they had used the information provided to them and carried out simple but meaningful activities like writing letters to the local education department to demand better facilities in their schools.

Engaging Communities

Poverty and a lack of understanding regarding the importance of education remain among the leading demand-side hurdles in the way of our children's – especially girls' – education. During 2019, 12,200 were reached directly prior to the bi-annual enrolment drives. Parents of housebound girls of school-going age were specifically reached, provided information about the nearest available schools and encouraged to enroll their daughters.

Policy Advocacy

Political will and vision both play key roles in not merely triggering change but also sustaining it. If regularly informed and engaged, policy-makers and parliamentarians often serve as champions of change within the corridors of power. During 2019, PYCA team met with the President of Pakistan, Federal Minister for Finance, Federal Parliamentary Secretary for Education, Advisor to the Chief Minister on Elementary & Secondary Education (Khyber Pakhtunkhwa) as well as members of the national and provincial assemblies to emphasize the need to prioritize girls' education, enhance education financing and ensure the implementation of Article-25A.

The collective efforts of PYCA and various other development partners resulted in the diversion of 70 percent of Khyber Pakhtunkhwa's education development budget towards projects aimed at increasing girls' access to schools across the province.





Youth Engagement through Civic Participation

A strong civic sense and consequent participation are often viewed as building blocks leading-up to a developed society.

For individuals, civic engagement leading to greater participation means an enhanced understanding of the issues impacting the society and avenues through which they can become part of various solutions. At the societal level, citizens' volunteerism reaps such rewards as better governance and greater tolerance.

As part of its efforts to promote a sense of volunteerism and greater civic participation among young people, in 2019, Pakistan Youth Change Advocates capacitated 200 university youth on effective use of social media platforms to counter hate narratives stagnating the Pakistani cyber space and to promote greater civic responsibility among youth.

Simultaneously, a core group of young people from six universities across the country were trained to develop youth-friendly content that highlighted issues that young people believed required greater attention.



During the year, over 1000 content pieces developed by capacitated youth were published on PYCA's digital publication, www.bolojawan.com reaching **2.8 million** young Pakistanis.



Diversity Breeds Tolerance

Understanding and respecting cultural diversity leads to greater tolerance. And when these values are instilled in children at a young age they are guaranteed to create happier and more productive societies.

In 2019, in partnership with The Memory Project (TMP) we initiated two important projects, “Portraits of Kindness” and “Pictures of Peace.”



Portraits of Kindness

20 high school children from the US created 1,300 portraits of Pakistani children hailing from underprivileged families. These portraits were then brought back to Pakistan and given to the Pakistani children as welcome-back-gifts at the end of their Summer vacations.



Pictures of Peace

2000 Pakistani and 2000 American children drew what they believed "peace" looked like. The artwork was then exchanged, teaching 4000 children in two culturally diverse countries that "peace" means the same to everyone irrespective of their nationality, skin color, gender or religion.



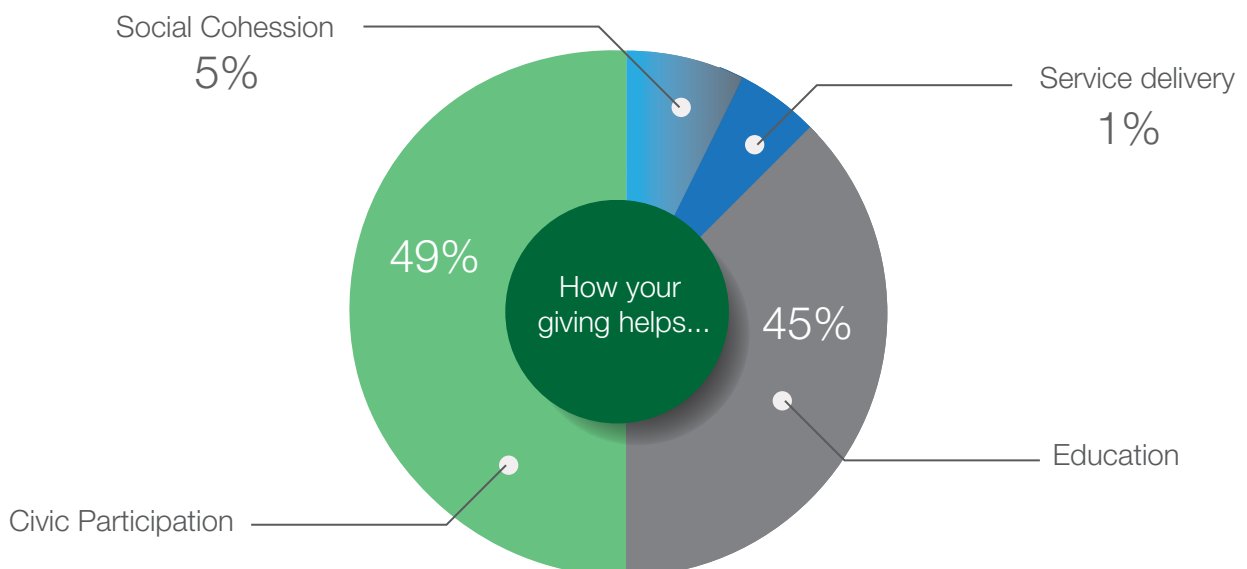
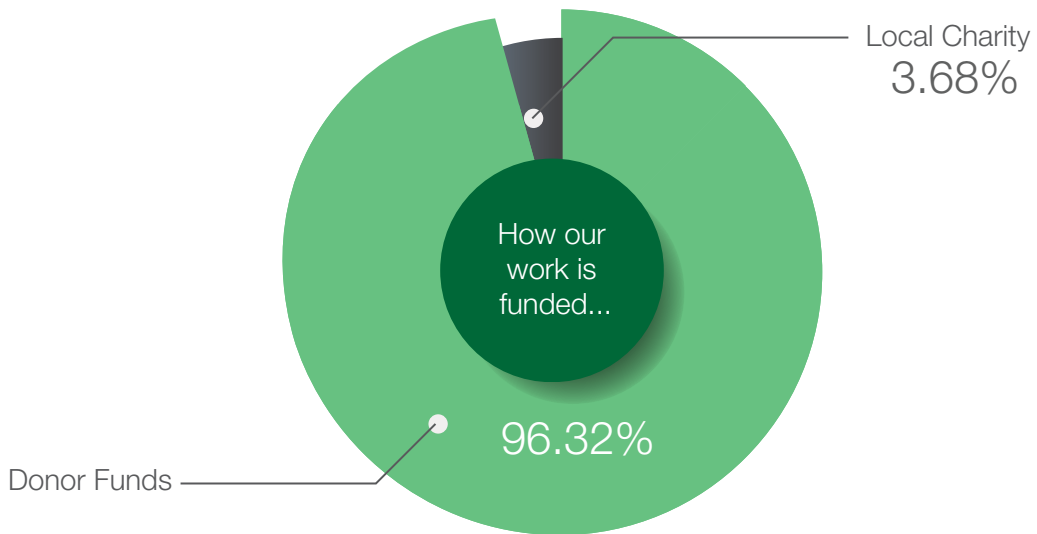
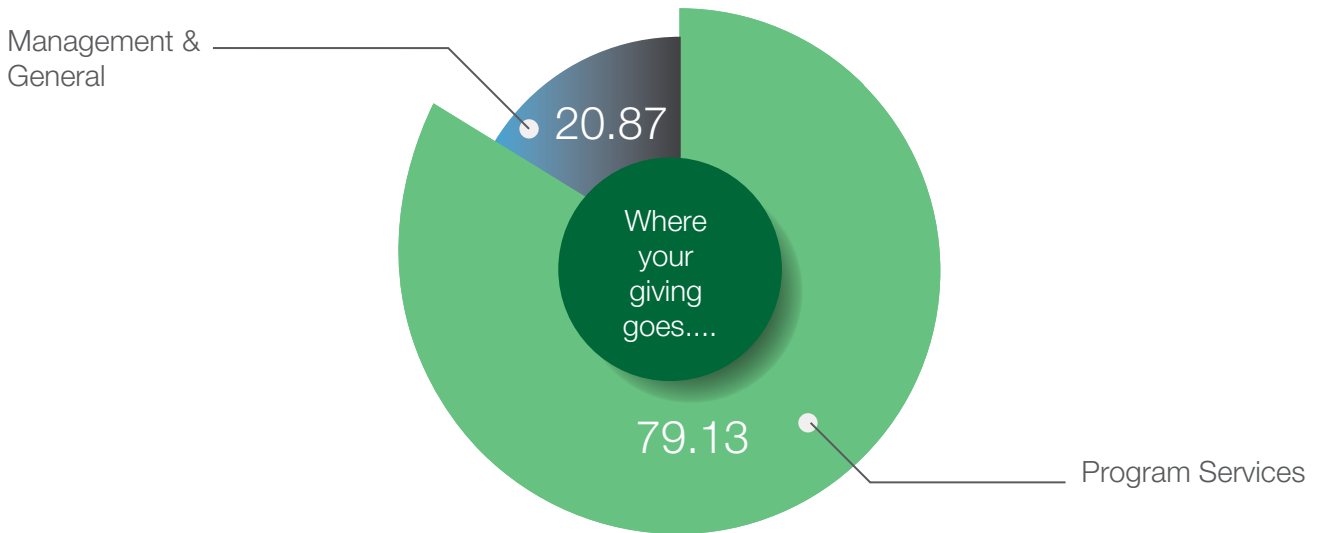


Service Delivery

2019 was especially an exciting year for PYCA as the organization forayed into service delivery.

With the help of our donors and the generous contributions of the senior management at PYCA, a small pilot was initiated in 2019 through which food packs during Ramazan and warm footwear for children was delivered to 47 households. While some of these donations were made directly, children's footwear was delivered through Pakistan Sweet Homes.

Financials





PYCA in Media



A school wall painted by PYCA volunteers in Peshawar.



A school wall painted by PYCA volunteers in Mansehra.



PYCA team with the Founder of The Memory Project, Ben Schumaker and his family in Islamabad.

www.pyca.org.pk

 @PYCApk

 PYCAPK

 PYCA PK

 /pakistanyouthchangeadvocates

