

Annual Report – 2024-
2025

FAID

Foundation for Ageing
and Inclusive Development



EMPOWER, INCLUDE & TRANSFORM

MESSAGE FROM

LEADERSHIP

As we present FAID's Annual report for 2024-2025, I want to take a moment to reflect on our journey and the road ahead. This year's plays a product of shared learning, hard work, and a deep commitment to inclusion, justice, and dignity. We step into this year with the theme '**Empower - Include- Transform**'-a call to action that encapsulates not only our strategic priorities but also our values and aspirations as a team and as an organization.

FAID has consistently shown that locally led change, rooted partnerships and informed by community voices, leads to sustainable impact. This year, we will strengthen our institutional systems, expand bur reach through strategic partnerships, and continue to influence policies that uphold the rights of older people, persons with disabilities, and those left behind.

am immensely grateful to our Board of Directors, whose wisdom and strategic direction have been instrumental in shaping this plan. Their oversight and vision continue to inspire confidence in our mission. I also want to acknowledge the outstanding dedication of our team. Your work makes FAID what it is. Let this year be a time of Leeper collaboration, shared ownership, and courageous leadership- within our teams, with our partners, and most importantly, with the communities we serve.

Together, we will empower. We will include. And we will transform.

Syed Moez Ud Din

Chief Executive Officer

WHO WE ARE

VISION

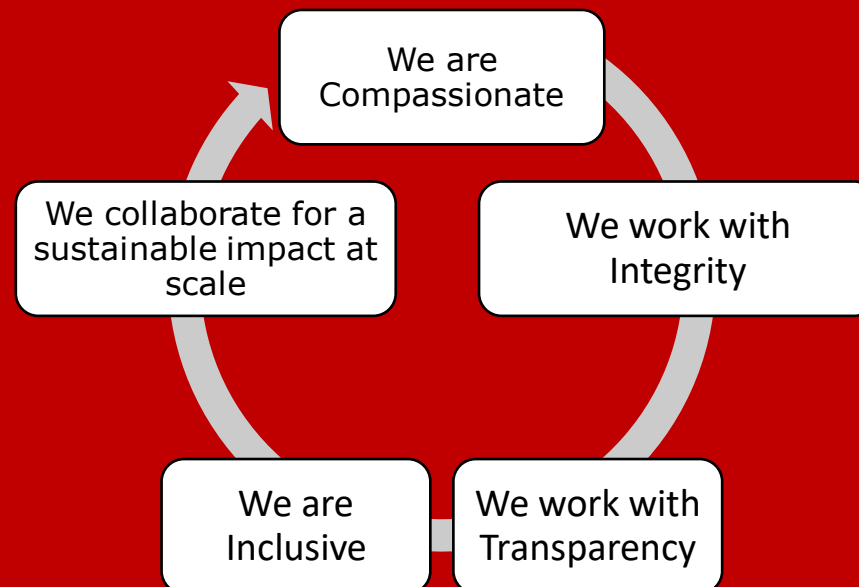
An inclusive society where ageing is a dignified, healthy, happy and secure experience for all.

MISSION

To champion the wellbeing and inclusion of the marginalized communities, and reduce poverty and discrimination based on age, gender and disability.

To achieve its mission, FAID has outlined key strategic goals that guide its initiatives. These include strengthening legal frameworks and advocating for ageing-related policies, improving social protection and economic inclusion for older individuals, enhancing community engagement through the establishment of Older People Associations (OPAs), and integrating age, gender, and disability considerations into disaster resilience programs such as the BRAVE project. Through these efforts, FAID aims to create sustainable solutions that uphold the dignity and rights of older people.

CORE VALUES



LOCALIZATION JOURNEY

A NEW CHAPTER FOR AGEING IN PAKISTAN

The Foundation for Ageing and Inclusive Development (FAID) emerged as a localized, independent national entity following the successful transition from HelpAge International's in-country presence in Pakistan. This strategic shift was driven by the vision to deepen local ownership, enhance sustainability, and embed ageing and inclusion more firmly within the national development landscape.

In 2023, the decision was made to localize operations in order to enable more agile, contextually rooted advocacy and programming. Following an extensive transition planning process, FAID was formally registered with the Securities and Exchange Commission of Pakistan (SECP). This milestone marked the beginning of a new era where Pakistani leadership, voices, and experiences are centered in driving forward the ageing agenda.

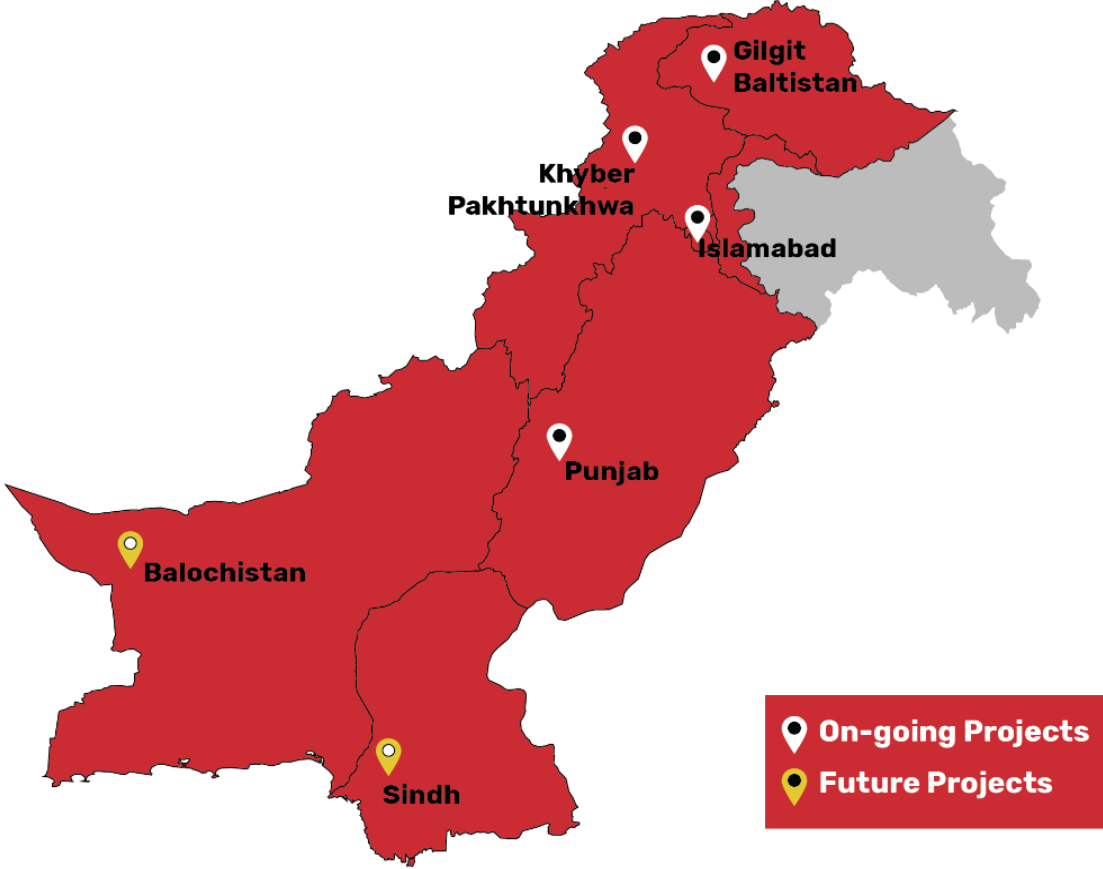
FAID inherited and built upon the expertise, partnerships, and institutional legacy while establishing its own governance, accountability, and operational systems. With a dedicated Board of Directors, experienced national staff, and a growing network of stakeholders, FAID now serves as a national voice for older people and inclusive development.

Key milestones in the localization journey included:

- Development of a five-year strategic plan and transition framework.
- Establishment of financial, HR, and MEAL systems to ensure transparency and accountability.
- Strengthened relationships with provincial and federal government bodies, civil society, and global development partners.
- Reach a total of 1,490 proposed individuals, comprising 60% male and 40% female participants, including at least 5% persons with disabilities.

The successful localization of FAID reflects a commitment to local leadership, sustainability, and long-term impact ensuring that the rights and dignity of older people remain central to Pakistan's development priorities.

GEOGRAPHICAL PRESENCE



OUR PROGRAMS IN **ACTION**

Project Name	Locations	Durations	Donors
Strengthening The Legal Framework and Civil Society for an Inclusive Pakistan	Lahore & Islamabad	3.5 Years	BMZ
Building Resilience & Addressing Vulnerability to Emergencies (Brave)	Gilgit Baltistan & Khyber Pakhtunkhwa	3 Years	Concern Worldwide
HOME-BASED CARE PROJECT (HEALTH)	Islamabad	6 Months	HelpAge Deutschland

Strengthening the Legal Framework and Civil Society for an Inclusive Pakistan

Through this project, FAID is advancing efforts to institutionalize age and disability inclusion within Pakistan's legal and policy landscape. In close collaboration with the Ministry of Human Rights (MoHR), FAID is supporting the implementation of the ICT Senior Citizen Act 2021 by raising awareness among policymakers, civil society organizations, and media professionals, and the broader community. The project also provides technical assistance and tailored training to government officials, civil society actors, and other stakeholders to enhance their capacity to meet the needs of older women and men in both development and humanitarian contexts. FAID is facilitating the development of age-friendly policies and programs through a dedicated technical working group and is advocating for the integration of ageing and disability considerations in national and local development plans. In addition, existing laws are being reviewed with the aim of proposing inclusive reforms. Awareness campaigns, carried out in partnership with MoHR and civil society organizations, continue to spotlight the contributions of older persons and promote their inclusion in policy discussions and decision-making processes. At the provincial level, FAID is working closely with the Social Welfare Department of Punjab, academic institutions, and advocacy groups to promote the passage of a Senior Citizens Welfare Act in Punjab a critical step toward safeguarding the rights and dignity of older people across the region.



Building Bridges for Inclusion: Empowering Older People Through Stronger Linkages

Through its project "*Strengthening the Legal Framework for Age-Inclusive Pakistan*," FAID supported the formation and capacity-building of Older People Associations (OPAs) in suburban Islamabad. These community-led structures became powerful spaces where older people could organize, support one another, and advocate for their rights.

FAID trained OPAs in organizational management, helping them establish formal systems to function effectively. With renewed confidence and knowledge, many members began directly engaging with service providers and advocating for their own needs from securing disability certificates to accessing assistive devices.

To strengthen these efforts, FAID facilitated bi-annual dialogue meetings between OPAs and government institutions such as Pakistan Bait-ul-Mal (PBM) and the Council on the Rights of Persons with Disabilities (CRPD). As a result, several cases of older people with disabilities were registered for support a testament to what inclusive, grassroots advocacy can achieve.

This case demonstrates how strengthening the link between older people and state institutions can lead to tangible outcomes restoring trust, visibility, and dignity for those often left behind. FAID continues to champion this inclusive model, creating sustainable pathways for policy advocacy and community resilience.



10 OPAs formed in rural Islamabad.



150+ community members sensitized (50% women)



Structured support and training in organizational



A memorable moment came from the president of *Al-Rehman Buzurg Dost Tanzeem*, who said,

"Before these trainings, I didn't even know how to apply for a disability certificate. Now I've helped others in my community access what they need. That is empowerment."

Building Resilience & Addressing Vulnerability to Emergencies (BRAVE)

As part of the BRAVE project (Phase I), FAID, in partnership with Concern Worldwide and a consortium including the Aga Khan Foundation (AKF), AKRSP, AKAH, CESVI, and NIDA Pakistan, is working to ensure that older people, persons with disabilities, and older women are meaningfully included in climate resilience and disaster preparedness initiatives.

FAID's primary role is to provide technical support to mainstream age, gender, and disability inclusion across project interventions and community systems. This includes delivering tailored capacity-building sessions, developing inclusive tools, and guiding the implementation of the Gender Equality and Inclusion Strategy (GEIS). Awareness-raising, the refinement of inclusive monitoring checklists, and the review of beneficiary selection criteria are key components of this work.

The project operates in five districts: Chitral, Astore, Ghizer, Charsadda, and Nowshera, where FAID works with Knowledge and Business Hubs to build local capacity for climate-resilient livelihoods and inclusive emergency response. These hubs serve as focal points for community-level engagement and planning.

Through ongoing collaboration with implementing partners, FAID supports the integration of inclusive practices, responds to local challenges, and reinforces its commitment to "leaving no one behind." These efforts aim to strengthen the resilience of marginalized and at-risk communities in the face of growing climate and disaster risks.



Mir Kai: Founder of Bamburate Honey

Bees, Bravery, and a Business: How One Older Woman Turned a Training into a Movement.

High in the breathtaking Kilash Valley of Chitral, Mir Kai, a 64-year-old woman from the village of Anish, did something extraordinary she started a beekeeping business, became financially independent, and broke barriers for women in her community but her journey started with just one opportunity. Through the BRAVE Project, supported by the Foundation for Ageing and Inclusive Development (FAID) and consortium partner AKRSP, Mir Kai joined a beekeeping training designed to promote climate-resilient livelihoods. She was the only woman in her village to attend. With determination in her heart and a grant in hand, she bought her first honeybee colonies and tools and that's how *Bamburate Honey was born*.

Each month, Mir Kai now produces around 5 kg of organic honey, which she sells for PKR 3,000 per kg. During tourist season, her sales soar. But more than the income, it's her confidence that has taken flight. Once unsure how to earn or advocate for herself, she is now a mentor to other women in the valley encouraging them to follow in her footsteps.

“I never thought I could run a business. Now, I help others in my village do the same. We are no longer invisible.”



Mir Kai's story is proof: when women are given tools, training, and trust they don't just change their own lives; they transform their communities. This is resilience. This is inclusion. This is the impact of BRAVE.

Home-Based Care Project (Health)

The Care of Carers initiative is designed to enhance the capacity, well-being, and recognition of family and community-based caregivers, who play a vital yet often overlooked role in supporting older people and persons with disabilities. This project focuses on developing a comprehensive, context-sensitive training package that equips carers with practical caregiving skills, psychosocial support tools, and essential knowledge to improve care at the community and home-based level.

During the reporting period, FAID conducted an extensive desk review of national and international caregiving resources including the WHO ICOPE (2nd Edition) and drafted an initial version of a tailored training manual. In parallel, qualitative research tools such as Focus Group Discussion (FGD) guides and Key Informant Interview (KII) questionnaires were developed to capture local caregiving realities and inform future field validation.

The initiative also engaged with regional and global learning platforms, facilitating cross-learning and the exchange of best practices with other catalytic grant recipients. These interactions helped shape a training model that is not only evidence-informed but also inclusive, adaptable, and rooted in local experience.

By centering the voices of caregivers especially those in underserved rural and urban communities the Care of Carers project lays the foundation for a more resilient, informed, and supported caregiving workforce in Pakistan.



ORGANIZATIONAL DEVELOPMENT

Strengthening Systems and Expanding Visibility

In 2024–2025, FAID made notable progress in strengthening its institutional systems, governance frameworks, and digital outreach. The organization maintained an active and responsive online presence, with regular updates on its website and social media channels.

FAID successfully developed and launched a **Digital Resource Library on Ageing and Inclusion**, serving as a centralized, accessible platform for stakeholders, practitioners, and the public to access key resources, research, policy briefs, and advocacy tools. This initiative was complemented by the regular updating of FAID’s website and social media platforms, ensuring the timely dissemination of organizational activities, policy updates, and advocacy messages. As a result, FAID significantly enhanced its online visibility and stakeholder engagement, leading to a notable increase in follower growth and expanded outreach across digital channels, further strengthening its role as a knowledge hub for age-inclusive development.

This strategic digital engagement helped amplify program activities, advocacy messages, and milestones, resulting in broader visibility and increased stakeholder engagement across platforms. Aligned with its commitment to transparency, accountability, and continuous improvement, FAID undertook a comprehensive review of its internal policies. Several critical policy instruments were developed or updated, including: Complaint Response Mechanism (CRM) guidelines, Monitoring, Evaluation, Accountability, and Learning (MEAL) policy, Environmental checklist, and Comprehensive Finance Policy. These tools were tailored to align with FAID’s strategic goals and ensure responsible, inclusive, and transparent management practices.

FAID continued its active participation in the Ageing and Disability Task Force (ADDTF), contributing expertise and advocating for the rights of older people and persons with disabilities. The organization’s consistent involvement in monthly meetings and joint actions reaffirmed its leadership role within the national inclusion sector. As part of its commitment to inclusive development, FAID took part in the International Day of Persons with Disabilities on 13th December 2025. At the national event themed “Celebrating Abilities, Empowering Lives, and Transforming Communities into Action”, FAID’s CEO, Syed Moez Ud Din, joined a panel discussion to spotlight the importance of dignity, inclusion, and rights-based advocacy for older people and persons with disabilities. His participation underscored FAID’s continued dedication to creating an inclusive society where every individual’s voice is heard and valued.



PROGRAMATIC

ACHIEVEMENTS

SECURE INCOME

(Aligned with SDG 1: End poverty in all its forms everywhere)

FAID continued to champion income security for older people by advocating for inclusive and responsive social protection systems. Through policy engagement and community-driven advocacy, FAID successfully influenced the integration of older people's needs into key national frameworks.

A major milestone was the National Seminar on Social Protection, which brought together senior officials from BISP, Sehat Sahulat, and Ba Himmat Buzurg programs. Community representatives and the Older People's Rights Network (OPRN) presented strong policy demands for the improved inclusion of older people in social safety nets.

In collaboration with the Buzurg Dost Network (BDN), a seminar was held in Khyber Pakhtunkhwa to promote the implementation of the Senior Citizen Card, supporting access to welfare benefits.

To support these efforts, FAID conducted a comprehensive study evaluating the inclusion of older persons in Pakistan's main social protection programs (from BISP, Sehat Sahulat, and Ba Himmat Buzurg programs). The research identified key gaps in access and recommended actionable reforms to enhance financial resilience among older populations.



HEALTH AND CARE

(Aligned with SDG 3: Ensure healthy lives and promote well-being for all at all ages)

FAID continued to lead national efforts to advance healthy ageing in Pakistan through active participation in the Technical Working Group and advocacy for age-friendly, equitable healthcare systems. FAID also played a key role in shaping the Draft Framework on Healthy Ageing, ensuring that older people's needs are reflected in national health planning.

In partnership with the Ministry of Human Rights, FAID hosted a multi-stakeholder consultation on the National Framework on Ageing, centering the voices and lived experiences of older people in policy discussions. Under the *Care of Carers* initiative, FAID conducted a comprehensive review of caregiving resources (including WHO's ICOPE 2nd Edition), gathered field insights through FGDs and KIIs, and developed the first draft of a contextual training manual for home and community-based caregivers. These efforts aim to support a more resilient and better-equipped caregiving workforce.

FAID also provided advocacy and management training to Older People Associations (OPAs), supported a free medical camp in Bara Kahu with OPRN and REDO Foundation, and partnered with local philanthropists to support community-based health and livelihood initiatives. These combined efforts contributed to stronger community systems, improved access to care, and enhanced well-being for older persons and their caregivers.



Protection

Aligned with SDG 5: Achieve gender equality and empower all women and girls)

FAID provided strategic leadership to four Buzurg Dost Networks (BDNs) across Sindh, Punjab, Khyber Pakhtunkhwa, and the Islamabad Capital Territory, promoting coordinated regional advocacy for the rights and protection of older people especially older women.

Community-based structures, particularly Older People's Associations (OPAs), were further empowered through linkages with key partners. These included:

- Kashmir Development Foundation, providing Eid gifts to vulnerable older persons
- Bait-ul-Maal, supporting the provision of assistive devices to those in need

These efforts contributed to stronger grassroots advocacy improved support systems, and enhanced protection for marginalized older populations, particularly women and persons with disabilities.

HUMANITARIAN AND RESILIENCE

Aligned with SDG 13: Take urgent action to combat climate change and its impacts)

As climate change intensifies the frequency and impact of natural disasters, FAID worked to ensure that older people, persons with disabilities, and marginalized groups are not left behind in climate resilience and emergency preparedness.

Through its role in the BRAVE project, FAID championed the inclusion of age, gender, and disability in climate action across five vulnerable districts. This included:

- Supporting community platforms like Knowledge and Business Hubs to promote climate-smart livelihoods. Knowledge Hubs aim to enhance community capacity by facilitating information exchange, localized knowledge sharing, and training for climate adaptation and disaster risk reduction.

Business Hubs focus on promoting inclusive value chains, strengthening market linkages, and creating climate-smart income opportunities for marginalized groups.

- Integrating inclusive practices into risk assessments, beneficiary selection, and preparedness planning
- Advancing the Gender Equality and Inclusion Strategy (GEIS) for use in climate resilience efforts and supported by a short-term action plan to ensure consistent integration of inclusive approaches.
- Overall, the project made significant progress toward promoting climate resilience and equitable participation of vulnerable groups.

FAID's contributions helped embed inclusive disaster risk reduction at the local level, while also raising awareness on the disproportionate impact of climate change on older people, particularly older women and those with disabilities.

Together, they empower communities with the tools, skills, and connections needed to achieve sustainable and resilient livelihoods.



Campaigns and Advocacy

On World Health Day, FAID led a nationwide campaign highlighting the need for accessible and inclusive healthcare for older people. The event convened health professionals, CSOs, and community leaders to advocate for age-friendly health systems that address the distinct needs of ageing populations.

To mark International Labor Day, FAID organized a targeted event focusing on the rights and recognition of older informal workers. With participation from labor rights groups, media, and government representatives, the campaign spotlighted the economic contributions of older people and called for stronger social protection and policy inclusion.

These advocacy moments reinforced FAID's commitment to amplifying the voices of older people and ensuring their priorities are reflected in national policy agendas.



Media & Public Awareness

Campaigns & Journalist Trainings

FAID's Communications Department played a key role in shaping national narratives around ageing, gender inclusion, and social protection. The team actively collaborated with journalists, media professionals, and influencers to promote ethical and inclusive reporting.

In 2024–2025, FAID conducted two specialized media trainings focused on ethical coverage of ageing-related issues. These workshops led to a noticeable increase in media coverage of pension reforms and the rights of older people.

To further amplify visibility, FAID partnered with HUM News to air four televised talk shows on Subh Say Aagay, spotlighting the contributions, challenges, and unmet needs of older persons.

One standout result came from journalist Murtaza Roy, a participant of FAID's sensitization training, who developed and presented a 15-minute segment on pension reforms on Good Morning Public with Armala Hassan. Featuring expert analysis by Professor Nadeem Ahmad Ashrafi, the segment brought critical attention to the economic challenges faced by older people in Pakistan.

These efforts significantly enhanced the national visibility of ageing issues and helped drive public support for inclusive policy change.



RESOURCE MOBLIZATION

FAID expanded its programmatic reach and visibility through strategic outreach, inclusive relief efforts, and active proposal development.

Institutional Visibility & Outreach: To strengthen brand presence, FAID developed and shared updated organizational profiles and branded IEC materials (diaries, USBs, jackets, pens, etc.) with key stakeholders including government bodies, donors, INGOs, and service providers to promote collaboration and promote future partnerships.

Inclusive Relief: Ramzan Food Package Distribution: Under the campaign "Aao Rehmatain Samaitain", FAID organized a Ramzan Food Package Distribution in Alipur Debtian Shareef, prioritizing: Older persons (especially with disabilities), Widows and low-income families with dependents and households in extreme poverty with no prior aid. 40 families received assistance through a dignified, well-coordinated setup in collaboration with Old Care Buzurg Dost Tanzeem – Debtian graced by Mr. Muzaffar Mehmood Qureshi (Former Secretary, MoHR) and Mr. Arif Shamim (DG, MoHR).



LINKAGES

DEVELOPMENT

To strengthen its position as a newly localized organization, FAID initiated a series of strategic meetings with key stakeholders across diplomatic, development, civil society, and private sectors. These engagements were designed to build institutional visibility, explore collaborative opportunities, and reinforce FAID's role as a national actor promoting inclusive development and the rights of older people.

Meetings were held with several embassies, including the German Embassy, and United Nations agencies such as UNHCR, UN Women, WHO, and UNFPA, focusing on shared priorities around ageing, health, and social protection. At the national level, FAID connected with prominent organizations including the Alkhidmat Foundation, as well as international NGOs such as Welthungerhilfe (WHH) and Concern Worldwide, to explore programmatic synergies.

Further outreach was conducted with network supporters and technical allies, including HelpAge Germany, strengthening FAID's linkages within the global ageing movement. FAID also engaged representatives from the corporate, telecom, and banking sectors, including Meezan Bank, to expand its footprint and explore CSR-based collaborations.

These efforts laid a strong foundation for future multi-sectoral partnerships and positioned FAID as a credible, collaborative, and inclusive voice for ageing and disability rights in Pakistan.



TECHNICAL SUPPORT

FAID provided targeted technical support at provincial, national, and international levels to advance inclusive policy and institutional frameworks that uphold the rights of older people. In Punjab, FAID's collaboration with the Social Welfare Department resulted in the finalization and Cabinet endorsement of the Senior Citizens Welfare Bill, which has now been submitted to the Punjab Assembly for legislation. This milestone was supported through policy engagement, awareness sessions, and expert guidance across sectors. Over 150 stakeholder's half of them women were sensitized on ageing-related issues, enhancing cross-sectoral understanding. A Technical Working Group convened by FAID provided expert input throughout the process, strengthening institutional capacity for inclusive policymaking. In partnership with the Human Rights Department, a new scheme was also initiated to safeguard the rights of older people, contributing to improved legal awareness and advocacy capacity across the province.

At the federal level, FAID supported the development and refinement of financial rules for the ICT Senior Citizens Act 2021, a key step in strengthening the institutional framework for its implementation. As mandated by the Senior Citizens Council, FAID also led the drafting of an implementation matrix for the Act, which was reviewed by the Council and submitted to relevant departments for endorsement. Globally, FAID contributed to a landmark achievement in the ageing rights movement by supporting its international advocacy team in organizing a high-level ministerial meeting during the 58th session of the UN Human Rights Council (HRC58). This led to the consensus adoption of a resolution establishing an intergovernmental working group on the rights of older persons. Despite initial resistance from a few governments, the resolution received widespread support, signaling a critical turning point in the global recognition of ageing rights.

In the area of gender and emergency preparedness, FAID played a key role in ensuring that the rights of older women remain central to national and international agendas. The organization contributed to the revitalization of the Commission on the Status of Women (CSW) in collaboration with the Global Gender Task Force, while also advocating for age-inclusive approaches within the National Gender Task Force led by UN Women. As a member of the GBV Task Force under the National Disaster Management Authority (NDMA), FAID highlighted the specific vulnerabilities of older people during crises, calling for their inclusion in emergency preparedness and response planning.

Throughout the year, FAID also participated in numerous national consultations, dialogues, and advocacy events hosted by both government bodies and civil society, reinforcing its position as a trusted technical partner and voice for older people in Pakistan.

CROSS-CUTTING THEMATIC PRIORITIES

Embedding Inclusion, Equity, and Voice Across All We Do

Throughout 2024–2025, FAID ensured that its programs were not only impactful but also inclusive, rights-based, and aligned with its core values. By mainstreaming gender, inclusion, voice, rights, and climate resilience across all interventions, FAID advanced a truly equitable approach to ageing and disability inclusion.

Gender Equality

FAID ensured the equal participation of older women across all activities, with at least 50% representation in training sessions, consultations, and advocacy events. Gender sensitivity was integrated into program design, data collection (SADDD), humanitarian aid, and community engagement to ensure responsive services for older women.

Inclusion

Over 1400 stakeholders from government and civil society were trained on the inclusion of older people and persons with disabilities. These groups were actively engaged in meetings, planning processes, and field activities. The GEIS framework, developed through the BRAVE project, guided inclusive implementation at all levels.

Voice & Representation

Through the Buzurg Dost Network, older people and persons with disabilities raised their voices in policy dialogues and public discourse. Media advocacy including a televised segment on pension reforms and social campaigns expanded visibility and public support for their rights.

Rights & Empowerment

FAID strengthened Older People's Associations (OPAs) and supported them in advocating for improved access to services, legal rights, and civic participation. Targeted training and political engagement further empowered communities to demand accountability and justice.

Climate Resilience

FAID integrated age, gender, and disability lenses into climate action efforts. Awareness sessions in Chitral, Astore, Gilgit, and Nowshera supported inclusive disaster preparedness and promoted climate-smart livelihoods for vulnerable groups.

Pictorial Gallery of Key Events

