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# Annual Report 2020-2021: Rizq's Response to COVID-19

## Chairperson's Message

“Feeding a person is the most basic act of kindness. Thirty-five years ago, I opened the gates to my house to serve meals to anyone in need, and to this day, those gates remain open to feed the hungry. This idea wasn't part of any long-term plan but was an essential step in showing compassion in its purest form. When the COVID-19 crisis hit, Rizq found itself at the forefront, channeling this same spirit of kindness to support those facing food insecurity. Despite the overwhelming challenges, Rizq's team—alongside countless compassionate people—mobilized resources, scaled up our efforts, and provided critical support to vulnerable communities. This readiness to help, both in big and small ways, gives us hope that, together, we can overcome this crisis and realize a future where Pakistan is free from hunger and poverty.”

## Cofounder's Message

“It is a self-evident truth that honor and dignity have been bestowed upon every human being by their Creator, along with abundant resources for all. Yet, despite this, billions face hunger daily—a reality that became even more stark and urgent during the COVID-19 pandemic. The crisis exposed deep inequalities, with many struggling to find a meal, while others took food security for granted. This disparity challenges us to reflect on why so many must sacrifice their dignity in the search for sustenance. Now, more than ever, restoring each individual's dignity and ensuring that no one goes hungry is not just a call to action but a fundamental purpose that we must strive to fulfill.”

**“And from among you there should be a party who invites good and enjoin what is right and forbid the wrong, and these it is that shall be successful.” The Holy Quran (3:104)**

**- Qasim, Musa, and Huzaifa**

## **About Rizq**

Rizq is a social enterprise that aims to sustain human life and help fulfill its true potential, by creating a network of social businesses that work to achieve SDG Goal#2 Zero Hunger

## **Our Mission & Vision**

Access to a stable, affordable, and nutritious supply of food in a respectable manner is the first challenge to a human's honor and dignity, and lack of food is the first hurdle in a human's quest to reach its potential.

Rizq's mission is to tackle this challenge by **SUSTAINING HUMAN LIVES TO FULFILL ITS TRUE POTENTIAL**

Our vision is to create a hunger-free Pakistan where no one is left behind the basic necessity of food. We can achieve this by

- Compassion
- Responsible Production
- Responsible Consumption
- Zero-Waste

## **Responding to the Crisis – Alleviating Hunger and Supporting Communities during COVID-19**

For the past five years, Rizq has been actively working to tackle food insecurity, advocating for a more resilient and inclusive food supply system across the country. When the COVID-19 pandemic struck, it exposed the fragility of these systems, leaving countless people unable to access basic nutrition and thrusting the issue of food security into the national spotlight. This crisis underscored the urgency of Rizq’s mission, highlighting the critical need for robust structures to ensure the access to food for everyone.

When the COVID-19 pandemic struck, Rizq intensified its commitment to serving vulnerable communities by launching targeted initiatives to address the urgent food insecurity crisis in order to sustain lives. Despite unprecedented challenges, Rizq launched a series of impactful campaigns, forging partnerships, raising awareness, and providing essential assistance to everyone during the crisis. Through our various initiatives, we rallied resources, mobilized volunteers, and worked tirelessly to ensure sustenance for families facing food insecurity and further affected by this global pandemic.

COVID-19 couldn’t stop us; instead, it fueled our resolve to create a Hunger-free Pakistan, bringing hope and resilience to communities across the country and beyond.

The series of campaigns launched by Rizq during this crisis include:

### **COVID-19 RELIEF EFFORTS**

#### **1. [COVID-19 \(#EHSAS KARO CAMPAIGN\)](#)**

After the onset of COVID-19, Pakistan faced an unprecedented crisis, with a nationwide lockdown affecting hundreds of thousands of jobs. As food insecurity rose, Rizq responded through the **#EhsasKaro** campaign, supported by **Fauji Fresh n’ Freeze**, who donated **18,000 kgs of surplus vegetables**. These efforts ensured food security for 15,000 families over two months during the pandemic's first wave.

#### **Impact**

- 15,000 Families Served
- 90,000 Meals Provided

## 2. [Stars Against Hunger](#)

In collaboration with **Aisam ul Haq Qureshi's** Stop War Start Tennis foundation, Rizq launched **#StarsAgainstHunger**, inviting global superstars to donate signed memorabilia for an auction. Proceeds helped sustain families affected by the lockdown, with donations coming from notable athletes like Roger Federer, Novak Djokovic, Sania Mirza, and Wasim Akram.

### **Impact**

- 11 Million PKR Raised
- 20,000 Families Supported

## 3. [GAIN Project](#)

Awarded a grant by the Global Alliance for Improved Nutrition (GAIN), Rizq provided fortified food to 460 families to ensure adequate intake of essential nutrients amidst food supply disruptions.

### **Impact**

- 460 Families Supported
- Fortified Food Packages Distributed

## 4. [Levis](#)

The purpose of the Levi's grant was to provide relief to women working in garment factories in Pakistan who were affected by the COVID -19 pandemic. This project enabled us to sustain families managed by women for two months and on completion, those families were included in our ration program. We also connected them to additional platforms to provide access to education, health care, microfinance, and jobs.

### **Impact**

- Through this project we were able to;
- 1144 Ration Distributed
- 2200 Families served 480K Meals feed

## 5. [#iSUBMIT Campaign](#)

Rizq and Rizq Youth Republic initiated their first awareness campaign this Ramadan; #ISubmit. . The purpose was to question your inner self and see hunger and poverty in a more holistic way. In simple words, the I SUBMIT campaign, is a Confession of Submission of all our intellects in

front of the Higher Truth of Humanity. It is a self evident truth that the Human Being is endowed with DIGNITY & HONOR by his Creator. The campaign was widely appreciated. A host of influencers, youth joined in the band wagon to tell why their intellect submits and why the problem of hunger is beyond comprehension.

With each campaign, Rizq demonstrated resilience and a commitment to ending hunger and sustaining human lives during the crisis.

## **Recognitions and Awards during COVID-19**

### **1. [Corona Heroes](#)**

The Government of Punjab acknowledged the efforts of organizations who have worked for the COVID -19 relief, in a ceremony at Governor House on 21 May, 2020. The Governor of Punjab, Mohammad Sarwar, and founder Akhuwat; Dr. Muhammad Amjad Saqib, recognized the work done by Rizq during the COVID -19 pandemic. Rizq fed thousands of food insecure families across Pakistan through our programs and relief campaigns.

### **2. [PSL Hero Award](#)**

Huzaifa Ahmed, co-founder of Rizq, received the “**Hamary Heroes**” award at PSL6 finals for his role in mobilizing youth and supporting vulnerable communities during the pandemic.

**Other than featured campaign, the other programs and initiatives of Rizq during 2021-2022**

## **OUR PROGRAMS**

### **1. [Rizq Ration](#)**

Rizq Ration is a food safety programme which provides families, enrolled in our incubation cycle, with enough food supplies to make them food secure for an entire month. The selection of beneficiaries is done after a rigorous evaluation through a poverty scorecard. Priority is given to widows, senior citizens, differently abled people and orphans.

Through Rizq Ration, we identify food-insecure communities in partnership with local community service organizations to ensure targeted support reaches those in need, then the monthly distributions are organized at our food banks, where enrolled families collect their rations. This structured process ensures each family receives consistent support. After each cycle, endline evaluations are conducted to assess family progress. This helps determine which families have achieved food security and which need to remain enrolled for additional support.

Following each distribution, notifications are sent to you via email and text, providing updates on the program's progress and impact.

### **Impact**

- 15 Food Banks onboarded
- 17,678 Ration distributed
- 3,535,600 Meals served

## **2. Rizq Bachao**

Rizq Bachao is the program of Rizq that initially helped us set food in the ground of philanthropy. This program helps to channelize excess food produced across different points of the supply chain to deserving people so that it doesn't get wasted. Donors, be it individual, restaurants, carters, hotels, companies and farms contact us whenever they have access to food/leftovers which can be donated.

Through Rizq Bachao, we gather surplus food from restaurants, events, and parties to prevent wastage. That food is meticulously sorted and assessed at our central hub for quality and suitability. Then we channelize the food to NGOs, Orphanages and the communities in need. Lastly, we distribute the rescued food to NGOs, communities, and areas in need, ensuring it reaches those facing food insecurity effectively and efficiently.

### **Impact**

- 235K+ Kgs of food saved
- 1150K+ Meals fed
- 80K Tonnes of CO2 greenhouse gas emission saved
- 50.2 M Worth of food saved

## **Walls' Ice Cream Distribution:**

Through our Rizq Bachao initiative, Rizq partnered with Wall's to distribute 100,000 ice creams across Lahore, bringing moments of joy to children, adults, and families in underprivileged communities, schools, and public spaces. This thoughtful collaboration prevented food wastage and spread compassion and inclusivity to those who need it most. By working together with socially responsible brands like Wall's and Unilever, we're reinforcing our commitment to a hunger-free, waste-free Pakistan, staying true to Rizq's roots and mission to serve the communities from which we began.

## **Fauji Fresh N Freeze:**

Through a generous donation from Fauji Fresh n Freeze, Rizq received 18,000 kg of frozen vegetables—equivalent to 50,000 meals—to distribute to food-insecure communities across Pakistan. With the help of our partner, Kold Karrier Pvt Ltd., we safely stored and transported these essential supplies, ensuring that nutritious meals reached labor communities and were shared with our partner NGOs, Saylani Welfare Trust and Hope Uplift Foundation. This impactful collaboration under the \*Ehsaas Karo\* campaign brings much-needed food security to thousands, demonstrating the power of united efforts in creating a hunger-free Pakistan.

### **3. Rizq Dastarkhwan**

Rizq Dastarkhwan is a project of setting up traditional communal tables to extend beyond serving meals, but to foster compassion and community. It is a community-driven initiative aimed at combating food insecurity by making free, nutritious meals available to everyone. Strategically located in areas with high levels of food insecurity, it ensures that everyone, regardless of their background, has access to a balanced meal. The program upholds dignity by offering meals with respect, ensuring that no one feels marginalized. With a focus on equality, every individual is treated with care, making sure all recipients are served with the same level of respect and compassion.

#### **Impact**

- 30+ Dastarkhwans
- 5M + Meals distributed
- 40+ Youth Mobilized

### **4. Rizq Youth Republic**

**The Youth Republic is a platform inviting and ending the Global Youth to exercise social justice to build a morally aware and just society.**

Poverty, hunger, climate change, war, and moral corruption caused by human vices are dividing the world, resulting in hopelessness and helplessness in our social fabric. The Rizq Youth Republic provides students with the platform to exhibit compassion and raise their voice for all kinds of social. The Republic comprises a nationwide network of student chapters housed in some of the leading academic institutes of Pakistan.

In 2021, [The City School](#) network signed an MOU with Rizq to open student-run chapters in all 150 city school campuses across Pakistan.

#### **Impact**

- 2 Crore Fundraised
- 23 Food Banks Adopted
- 5K+ Members
- 60+ Rizq Chapters

#### **Impact**

- 1500 Daigs served
- 112,500 Meals served

### **RIZQ FLAGSHIP PROJECTS**

## 1. [Rizq Ramadan](#)

Rizq has been conducting its Ramadan Campaign to reach out to our vulnerable brothers and sisters by providing them relief during the holy month. This year saw us amplifying our efforts as a huge number of people had been pushed into hunger and food insecurity due to the third wave of the **COVID-19 Pandemic in Pakistan**. Believing in the collective compassion of the Pakistani people, we initiated the “**Rizq Bantney se Bharta hai**” campaign as a response to the ongoing crisis. The aim was to inspire people to show their generosity and share their abundance and Rizq with those in need.

**Ramadan 2021 included various campaigns which are explained below:**

### [Aao Milkar Bhook Mitayen](#)

Coca-Cola joined hands with Rizq and became a part of our mission to create a Hunger Free Pakistan. They also pledged to sponsor a free meal for every Coca-Cola product sold during the month of Ramadan. This partnership began in Ramadan and extended well beyond the holy month, aiming to help the local communities thrive and become food secure. The next phase with Coca-Cola is to open a Rizq FoodBank at Raiwind Lahore which is located in the suburbs of Lahore, near the industrial area where most laborers reside.

The operations team ensured they were delivered chilled to adults and children in schools, NGOs, orphanages, and public spaces. This initiative was a beautiful gesture of inclusivity, bringing smiles to women, children, and families in need.

One of the major highlights this Ramadan was our partnership with Coca-Cola who came on board to help our movement to create a #HungerFreePakistan. The joint campaign between Coca-Cola and Rizq : “Aao Mil Kar Bhook Mitayein” gave a call to action to all Pakistanis to join in the mission to end hunger. The campaign had multiple facets where Coca-Cola not only pledged to donate a meal for each Coca-Cola bottle purchased but also helped us advocate for a #HungerFreePakistan by pushing the campaign through social, electronic, print and outdoor media. It was advocated on various social medias, print medias and billboards across the country.

### [#Iamwithrizq Campaign \(more pictures in drive\)](#)

The Coca-Cola employees also initiated #IamWithRizq Campaign, where they collected donations amongst themselves to share with Rizq. The #IamWithRizq Campaign got further picked up by a host of influencers and actors, all joining the cause to share Rizq during Ramadan.

### [#Insaanbano yar](#)

It was a campaign which focused on the fact that poverty, hunger and strife are nothing but a result of the moral degradation of humans. Their existence poses a challenge to our human values and exposes our vices. As such the only way to find resolve to these problems isn't through making systems or technology rather through Human merits and values. It's by replacing the vices within us and our systems with virtues. So we addressed every single wanderer, lover, free-thinker and yearner of justice to join our caravan and move together towards our destination: The Epitome of Human Honor and Dignity Let's make man, human again.



## Impact

- 600,000+ Meals served (Meals & Rations)
- 11 Cities covered
- 10,000+ Beneficiaries Reached
- 5000+ rations distributed
- 260+ Volunteers Engaged

## 2. [Rizq Qurbani](#)

Rizq has been conducting Qurbani Drive, reaching out to needy families with Qurbani meat to spread the joys of Eid-E-Qurban. As Eid-ul-Adha (Bari Eid) approaches, Muslims, and in particular, Pakistanis from all over the world seek to make preparations for the joyous occasion in a grim atmosphere. Every year we do Qurbani on behalf of people in full compliance with Islamic laws and distribute the meat amongst our identified deserving beneficiaries.

## Impact

- 250 Animals slaughtered
- 12,345 KGs Meat distributed
- 50,705 Meals served

## Another Section:

### 1. Expanding our Horizon: Rizq establishes its presence in Karachi

#### Rizq [Cargill](#) Foodbank

Pakistan, a nation of agricultural abundance, continues to grapple with widespread food insecurity. In response, Cargill and Rizq have partnered to establish a food bank network aimed at eradicating hunger. Today, the groundbreaking ceremony was held for the first Cargill RizqBank in Lyari, Karachi – one of Pakistan’s most food-insecure communities. This initiative will work to secure food access, reduce food waste, and serve around 200,000 meals annually within the community. This food bank will provide four essential services to combat hunger: **Rizq Daig**, food distribution within the community; **Rizq Ration**, supplying monthly food essentials to food-insecure families; **RizqBachao**, a community center to collect and distribute surplus food to low-income families; and the **Rizq Future Generation Program**, which engages youth to promote zero waste and zero hunger. This model will initially be implemented in Lyari and then replicated nationwide, providing a blueprint for stakeholders to foster self-sustaining communities.

“Around 100 million people in Pakistan face food insecurity, which is unacceptable given the country’s agricultural wealth. This initiative aligns with our global commitment to fight hunger,

and we are honored to partner with Rizq,” said Imran Nasrullah, Country President, Cargill Pakistan.

“Despite being a rich breadbasket, Pakistan still struggles with hunger, underscoring serious issues in our food system. This partnership with Cargill brings us closer to a hunger-free Pakistan,” said Qasim Javaid Khan, COO, Rizq.

## **Awards & Recognition**

### **1. [Recognition by PCP](#)**

Rizq is proudly recognized by PCP under the category of food security and catering to SDG goal 2: Zero Hunger. Pakistan Centre for Philanthropy is the only working body of Pakistan that oversees the registration as well as legal issues pertaining to an NPO. The platform recognizes only a handful of NPOs

### **3. [Scottish Impact Link](#)**

The ‘Impact Link: Social Enterprise Challenge 2020’ was launched to support young social entrepreneurs creating innovative solutions to the COVID -19 pandemic. It was a collaboration between the Social Enterprise Academy, the Scottish Government and Youth Co: Lab job (an initiative co-led by UNDP and Citi Foundation). After attending the bootcamp and pitching our idea, we successfully entered into top rounds and won a prestigious award along with a cash reward for our organization. During this challenge, we had several experienced mentors who guided us in building strategy models. Through the “Impact Link: Social Enterprise Challenge 2020,” Rizq gained valuable mentorship and a cash award, enhancing the organization’s capacity to tackle food insecurity through innovative solutions. In response to the grant given, Rizq initiated its program called “Rizq Store”

## **Thank You Note**

We believe that the seed of compassion exists in every human being, yet those are able to nurture and act upon it makes Rizq what it is today. Rizq is a people powered movement, and we are grateful for all the people who have supported us in any sort of way, may it be a donor, a partner or a volunteer. Every single one of them have played an integral part in the success and growth of Rizq and as we continue to expand, we always try to ensure that our platform remains transparent and accessible to everyone who has something to share.

Rizq encourages sharing resources; some share food, some share their wealth, and some share their time, yet every single effort pays in the form of feeding people. Rizq has distributed thousands of meals and fed hundreds of food to insure people while keeping their dignity intact.

This is the impact that the Rizq family has created through their contribution to the movement, hard work on the field, and generous donations to Rizq's programs.

We thank you all for being a part of our journey and hope that you continue to share with us. Together we can make a difference and make Pakistan hunger-free

## **Partners**

### **Companies**

- Fauji Fresh n Freeze
- Kausar
- Muft Paise
- AMRELI STEELS
- Cargill
- Daraz
- Eat Mubarak
- Kashmir
- SAMSUNG
- SPRING
- SHIZA HASSAN
- Ufone
- Shakarganj Food Products

### **Institutions**

- LCWU
- LUMS
- University of Punjab
- University of Central Punjab
- ITU / SDH Tech Lab
- University of Management and Technology
- The City School

### **Community Partners**

- Azaad Pakistan
- B C
- Citizen Council
- DUNYA FOUNDATION

- Edkasa
- Humans of Burewala
- MESO
- Pakistan Development Exchange
- Serve Mankind

### **Rizq Bachao Partners**

- Bread & Beyond
- ECS
- Lal Qila
- LUXUS GRAND HOTEL
- Monal
- Protato
- Roti Ghar
- Roti
- Media
- Dunya News
- Humara FM 90
- FM 91

### **Payments**

- EasyPaisa
- TCS

### **Logistics**

- Cheetay
- SWVL
- Airlift

### **Knowledge**

- Social Innovation Lab

More pictures in drive: [📁 Annual Report 2021-2022](#) and [📁 Projects](#)