

2024 Annual Report



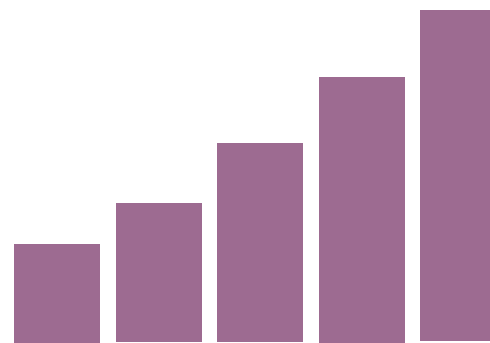
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Founder's Vision and Legacy

The Women Welfare Organization (WVO) was founded through the vision of Syeda Najma Shakoor (Late), whose dream was of a just and peaceful society where every woman could lead a life of dignity, independence, and service. Her belief in women's leadership as the foundation for sustainable development remains the guiding principle of WVO.

Even though she is no longer with us, her spirit lives on in our programs, volunteers, and beneficiaries. She imagined communities where:

- Women break cycles of poverty through livelihood and skills.
- Girls pursue education and emerge as leaders.
- Families experience food security, dignity, and opportunity.
- Resilience to crises is built through collective action and solidarity.

This report reflects how WVO carried forward her vision in 2024. Every livelihood grant, every scholarship, every resilience circle, and every act of volunteerism echoes her legacy. We dedicate this year's progress to her enduring memory, knowing that the seeds she planted are now bearing fruit across Pakistan.

Syeda Najma Shakoor
Founder
(Late)



Message from the Chief Executive Officer



2024 was a year of consolidation, resilience, and innovation for WWO. While the expansion planned in 2024 was still in preparation, 2024 allowed us to refine our systems and deepen our relationships with communities.

At the core of our work was a women-led approach, ensuring that relief, livelihood, education, and climate adaptation were not isolated interventions, but interconnected pathways to empowerment. Whether through livelihood grants, Womentors pilot training, Najma Shakur scholarships, or resilience circles, each initiative carried forward the legacy of our Founder while addressing today's pressing challenges.

Our progress would not have been possible without the commitment of our staff, the courage of our community leaders, and the trust of our donors and partners. Together, we laid a foundation of resilience in 2024—positioning WWO to grow with strength and impact in 2025.

Syeda Aniqā Shakoor
CEO



Our Programs



Gender-Responsive Livelihoods & Poverty Reduction

Rising food inflation left thousands of families vulnerable in 2024, particularly women-headed households and orphans.

WWO's Interventions:

- Distributed monthly food packages and cash support to 1,200 families in AJK and KP.
- Provided Qurbani meat during Eid to 6,500 individuals.
- Assisted 75 orphan girls with marriage support.
- Extended livelihood start-up grants to 110 households (tailoring, poultry, embroidery).



Women's Economic Empowerment & Entrepreneurship

Low female labor participation continued to limit Pakistan's growth. In response, WWO piloted women-centered economic interventions.

WWO's Interventions:

- Launched Womentors pilot with TEVTA: trained 820 women in skills (stitching, poultry, beauty therapy, IT).
- Conducted financial literacy workshops with 350 women.
- Supported 200 women to establish home-based businesses.



Inclusive Education & Skill Building

Girls and children with disabilities remain among the most excluded in education.

WWO's Interventions:

- Awarded 30 Najma Shakur Scholarships to female university students.
- Sponsored 12 children with disabilities for specialized education.
- Conducted community sensitization dialogues with parents and teachers.

Our Programs



Climate Resilience & Community Infrastructure

Pakistan faced recurring climate shocks in 2024, worsening community vulnerabilities.

WWO's Interventions:

- Formed 15 Women-Led Resilience Circles (WIRCs) in AJK.
- Completed 6 safe water supply schemes, benefitting 2,800 people.
- Conducted school risk assessments in flood-prone villages, paving way for 2024 pedestrian bridge projects.



Advocacy, Networking & Knowledge Sharing

Grassroots perspectives informed national and regional policy in 2024.

WWO's Interventions:

- Participated in SUNCSA Pakistan & UN Women Gender Task Force.
- Organized regional seminar on women's economic empowerment.
- Published policy brief on women's livelihoods in AJK.



Volunteerism, Leadership & Community Engagement

Volunteers were central to WWO's impact in 2024.

WWO's Interventions:

- Mobilized 940 volunteers in AJK and KP.
- Delivered community campaigns on disaster preparedness, girls' education, and gender rights.
- Recognized volunteers during the Najma Shakur Memorial events.

2024 Summary of Key Activities & Beneficiaries



Program Area	Key Interventions	Beneficiaries Reached (2023)	Geographic Focus	Highlights
Gender-Responsive Livelihoods & Poverty Reduction	<ul style="list-style-type: none"> - Monthly food packages & cash support - Eid Qurbani meat distribution - Marriage support for orphan girls - Livelihood start-up grants (tailoring, poultry, embroidery, retail) 	<ul style="list-style-type: none"> - 1,200 families supported with food/cash - 6,500 individuals received Qurbani meat - 75 orphan girls assisted for marriage - 110 women-headed households started micro-enterprises 	AJK, KP (5 districts)	Relief paired with resilience, promoting self-reliance
Women's Economic Empowerment & Entrepreneurship	<ul style="list-style-type: none"> - Womentors pilot training with TEVTA - Financial literacy workshops - Microenterprise/home-based business support 	<ul style="list-style-type: none"> - 820 women trained - 350 women trained in financial literacy - 200 women supported to start/expand businesses 	AJK, KP	Foundation for larger Womentors Hub in 2024
Inclusive Education & Skill Building	<ul style="list-style-type: none"> - Najma Shakur Scholarships - Disability inclusion (specialized tuition & assistive support) - Parent-teacher dialogues for stigma reduction 	<ul style="list-style-type: none"> - 30 female university students awarded scholarships - 12 children with disabilities sponsored - Dozens of families sensitized 	AJK, KP, Punjab	Created first-generation learners, shifted community attitudes
Climate Resilience & Community Infrastructure	<ul style="list-style-type: none"> - Women-Led Resilience Circles (WIRCs) - Safe water supply schemes - School risk assessments in flood-prone areas 	<ul style="list-style-type: none"> - 15 WIRCs established - 2,800 people gained access to safe drinking water - Schoolchildren protected through risk assessments 	AJK (flood-prone areas)	Women gained leadership roles in disaster preparedness
Advocacy, Networking & Knowledge Sharing	<ul style="list-style-type: none"> - Participation in SUNCSA & UN Women forums - Regional seminar on women's economic empowerment - Policy brief on livelihoods in AJK 	<ul style="list-style-type: none"> - Direct engagement with provincial/national policymakers - Local women leaders included in dialogue 	National & Regional (AJK focus)	WVO positioned as grassroots-to-policy bridge
Volunteerism, Leadership & Community Engagement	<ul style="list-style-type: none"> - Volunteer mobilization - Awareness campaigns - Volunteer recognition (Najma Shakur Memorial events) 	<ul style="list-style-type: none"> - 940 volunteers mobilized - Reached thousands through campaigns on education, gender, disaster preparedness 	AJK, KP	Built youth leadership and community accountability

Way Forward

The year 2024 served as a foundation for future expansion. WWO:

- Reduced hunger and hardship.
- Advanced women's entry into markets.
- Expanded education for marginalized groups.
- Strengthened resilience to climate shocks.
- Amplified women's voices at policy platforms.

With strong systems and community trust established in 2024, WWO is prepared for wider-scale programming and deeper impact in 2025.





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