



## Corporate Social Responsibility

Keeping the Islamic principles of Ihsan in mind, Corporate Social Responsibility is an integral element of Meezan Bank's value system. As a socially responsible organization, the Bank recognizes that we are part of the community at large and that there is a strong need to contribute to the society and support those in need, be it on financial or non financial basis. Thus throughout 2014, the Bank partnered with various organizations to design and implement initiatives, primarily in the healthcare and educational sectors, benefitting the underprivileged section of the society. Meezan Bank's CSR efforts fall under three categories: Healthcare, Education and Fundraising.

### Healthcare

At Meezan Bank, we strongly believe that access to quality healthcare is the right of all individuals regardless of income levels. The Bank has partnered with the several not-for-profit health organizations, which work towards delivering healthcare solutions to the underprivileged classes. Through these partnerships, the Bank aims to play a role in providing healthcare access to all.

#### The Indus Hospital

Since its inception in 2005, the Indus Hospital has been running an unparalleled and unique health care business model, whereby it provides premium healthcare at no cost at all to low income populations. Meezan Bank has supported The Indus Hospital by holding a voluntary Blood Donation Drive at Meezan House, the Head Office, whereby staff stationed at the Head Office and the branches donated blood for the patients of The Indus Hospital.

Additionally, in order to help their financial donation drive, the Bank is now the custodian for their donation deposit boxes which have been placed at major Meezan Branches. The amount collected from these collection boxes is directly deposited to these organizations' main collection accounts through Meezan Bank's free online banking service.

#### Sind Institute of Urology Transplant

SIUT is a one-of-its-kind center for kidney transplantation in Pakistan and has been providing free medical treatment for kidney and liver diseases to patients, predominantly from the rural and poorer urban strata with virtually no access to medical facilities. SIUT's extensive facilities, which house state-of-the-art equipment enable them to provide free treatment related to a vast area of medicine to Pakistanis. Meezan contributed to SIUT by raising their awareness amongst the Meezan Bank customer portfolio through information leaflets and banners strategically placed within the branches.

#### Shaukat Khanum Memorial Cancer Hospital

Shaukat Khanum Memorial Cancer Hospital and Research Centre has established itself as a centre of excellence providing comprehensive care, free of cost, to thousands of cancer patients in Pakistan. Meezan Bank joined hands with the SKMCH in 2010, when an MOU was signed, whereby the Bank has placed collection boxes in all Meezan Bank branches within Sindh and Balochistan. Under this agreement, the collected amount is directly deposited to the hospital's main collection account through Meezan Bank's free online banking service. This initiative has shown extremely positive results as the collection from these boxes has increased significantly, especially in those areas where the hospital did not have prominent presence or donation collection channels.



## Education

Education is the key for progress, for both individuals and the country. A good quality and sound education lays the foundation of success for future generation and enables them to take themselves and the country forward. In order to support the cause of education in Pakistan, Meezan Bank partnered with multiple organizations to push their educational agendas. Two key initiatives are mentioned below:



### Donation of Computers to Underprivileged Educational Institutes

Knowledge of IT has gained immense importance in today's world. In order to give students from under privileged areas learning opportunities, Meezan Bank donated refurbished computers to a number of schools that are specifically catering to the low income groups. This activity was undertaken with the primary aim to support the children who are the future of the country, and thus need to be equipped with knowledge of the latest technologies. Schools that benefitted from these computers were Idara Al Khair, Kiran School Lyari, Britannica School, Sharmeen Foundation and Intellect School.

### National Talent Hunt Program in collaboration with Institute of Business Administration - IBA Karachi

Meezan Bank's partnership with Institute of Business Administration (IBA) for National Talent Hunt Program to select meritorious, yet needy, students of the various Intermediate Boards of the country since 2014, entered its sixth successive year in 2014. Meezan Bank facilitated IBA in the selection process by providing its Branches as well as its Talent management resources (HR) for interviews at provincial and federal capitals of the country. Around 20 students were selected and given admission in IBA out of the 40 students who were shortlisted following the Orientation Program and Admission Test.

## Fundraising Events



### Golf Tournament for The Citizens Foundation (TCF)

Set up in 1995, TCF is a professionally managed, non-profit organization run by a group of citizens concerned with the dismal state of education in Pakistan. It has now become one of Pakistan's leading organizations in the field of formal education and as of 2014 has built 1,000 schools across the country.

In order to support TCF, Meezan Bank participated in the 9<sup>th</sup> Annual Golf Tournament organized by them to raise funds for the education of the underprivileged children in Pakistan. Attended by more than 1,000 golf enthusiasts and spectators, the event was a major success for TCF and it collected record amount of funds at the event.

### Funfair for Behbud Association Karachi

In 1970, Behbud Association Karachi was set up by a group of ladies compassionate basis for the needy in just two room rented premises in the PECHS area. It started with only a tailoring business and informal literacy classes for a few children, but now has grown to span an entire home industry in Pakistan employing a large number of women.

Meezan Bank facilitated Behbud Association financially to organize a fund raising activity at the Carlton Hotel, Karachi. The carnival had been very successful in collecting funds for the association and greatly raised awareness about Behbud's aim to improve the lives of the underprivileged sections of our society, particularly women and children.