



2024 ANNUAL REPORT

Transformation Beyond
Imagination



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Our Vision

Empowering Futures Leaders

Founded in 2009, the Professional Education Foundation (PEF) is a non-profit organization dedicated to providing educational opportunities to deserving students from underprivileged backgrounds. With a focus on excellence, equity, and empowerment, PEF has transformed the lives of thousands of students across Pakistan.

PEF is led by a distinguished Board of Governors, comprised of top industry professionals who contribute significantly to the foundation's funding. The foundation offers scholarships to cover tuition fees for professional programs, ensuring that talented students have the opportunity to pursue their academic goals. A rigorous selection process ensures that scholarships are awarded to those who demonstrate exceptional academic potential and financial need.

PEF's impact is far-reaching, as its alumni have gone on to achieve success in various fields, contributing to the development of Pakistan's society. By providing educational opportunities, PEF is investing in the future of the country and creating a more equitable and prosperous nation.



Vision

Poverty Alleviation through Professional Education.



Mission

To offer a bright future to those brilliant students, who have been admitted to a professional institution on their own merit, but are unable to pay their fees.



Values

Courage
Equity
Optimism
Transformation



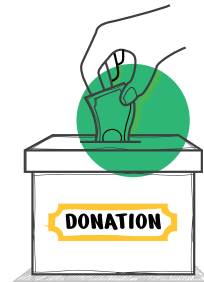
Beliefs

PEF believes that an investment in professional education for these deserving brilliant students will not only provide a respectable living standard for themselves and their families, but also create a positive impact on their communities.



Student Selection Process:

- Students are admitted to professional institutions based on their own merit.
- Thorough evaluation against PEF's criteria of need and merit.
- PEF offers financial support to the most deserving cases, covering education costs and in some cases hostel fees support.
- All fees are directly paid to the respective universities, ensuring transparent and efficient transactions.
- There is no discrimination on any basis in our selection process.



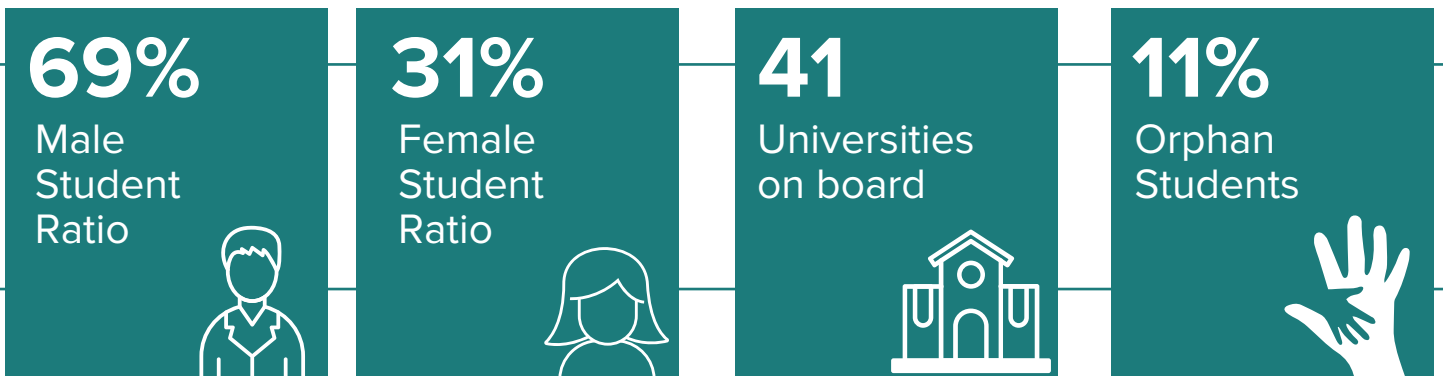
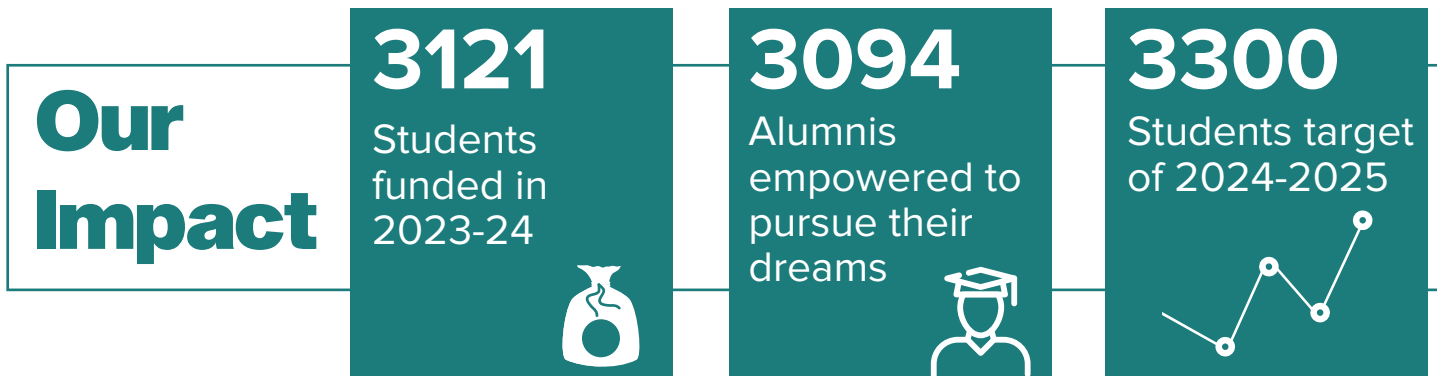
Donation Process:

- Each student is thoughtfully allocated to donors who wish to contribute to their education.
- Donors are kept informed about the progress and achievements of the students they support, providing a sense of fulfillment and connection.
- We maintain separate bank accounts for zakat and donations, ensuring the proper allocation of funds.
- Our collection and expenditure processes comply with zakat regulations and have been audited by an independent Sharia advisor.

Our Impact

We have been working to provide quality and equal education to the students who cannot afford professional education, for the past **15** years. The donations to these students' education have, in turn, provided them with better job opportunities, which have enabled them to sustain their families.

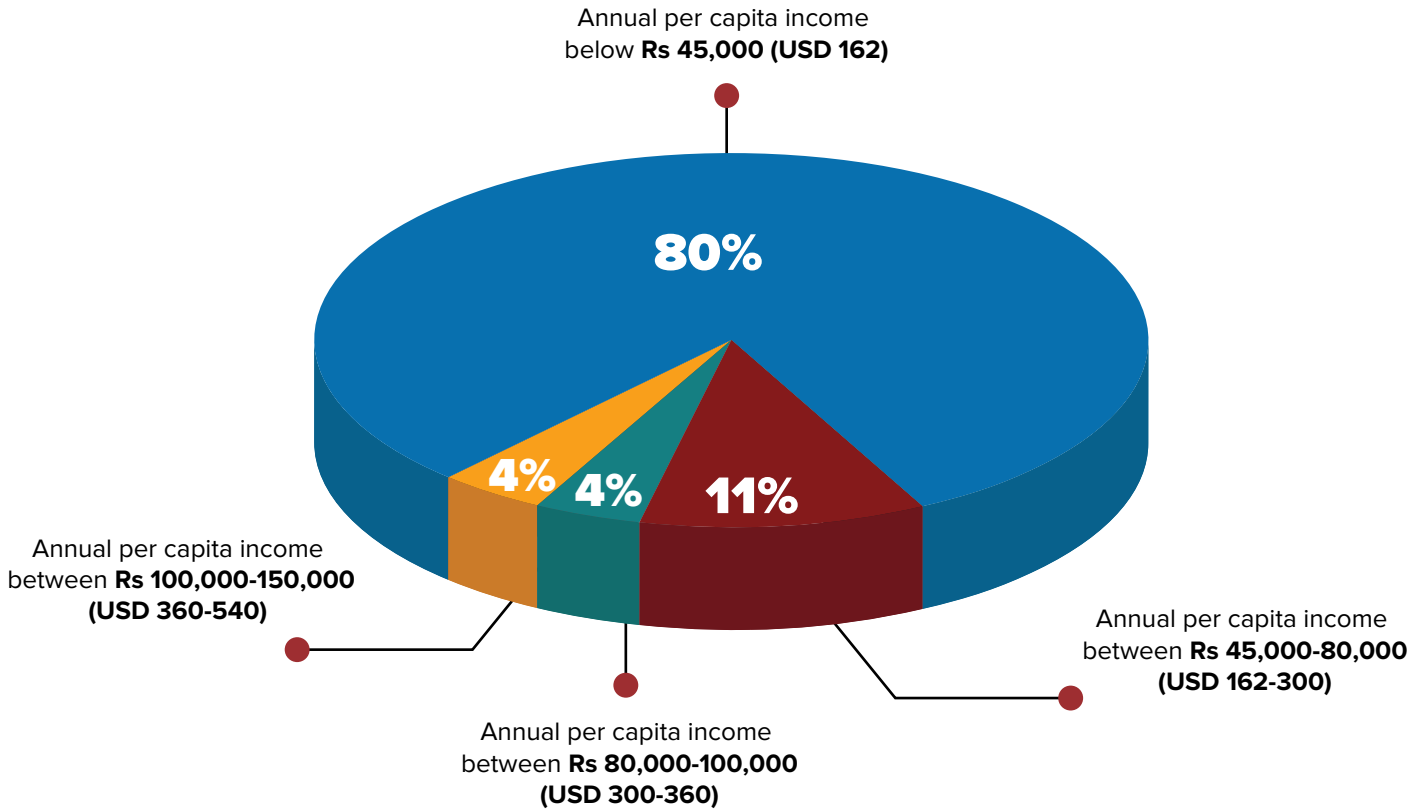
15 Years in providing Professional Education



Economic Level of PEF students

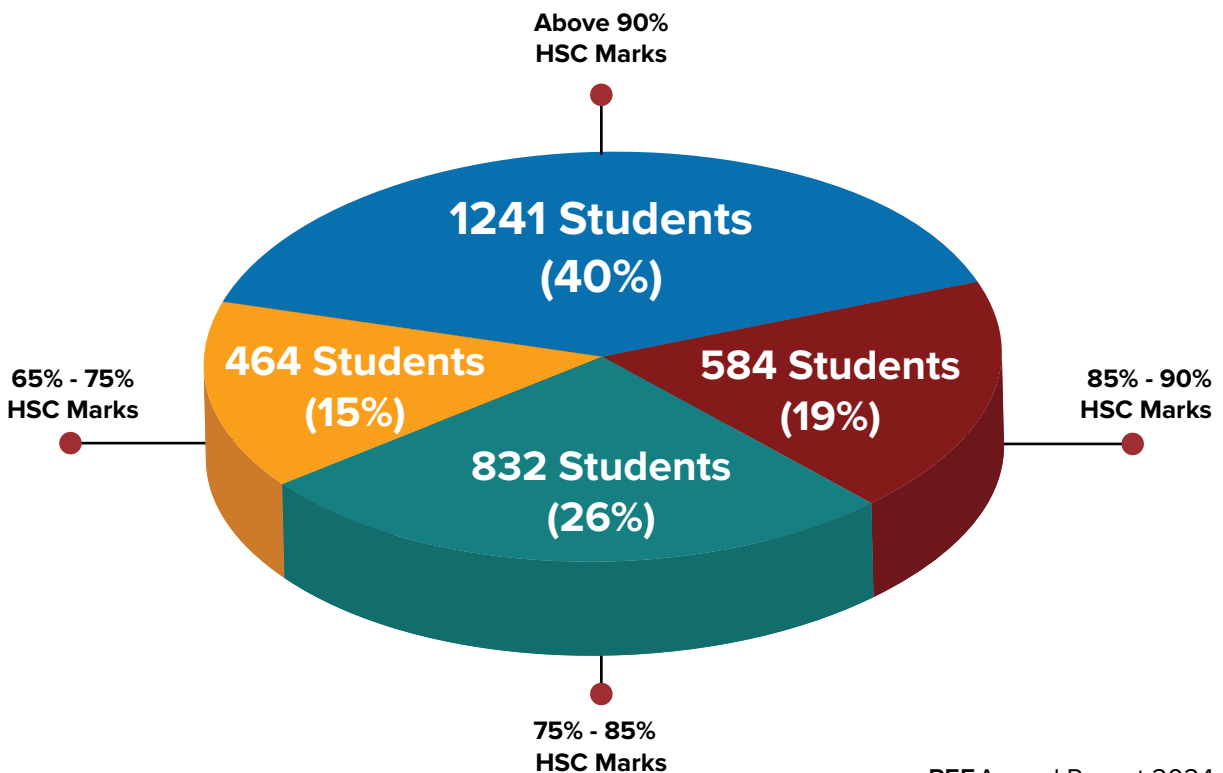
The Per Capita income of Pakistan is Rs 503,065 (USD 1800)

Average per capita income of a PEF student's family: Rs 57,000 (USD 205)



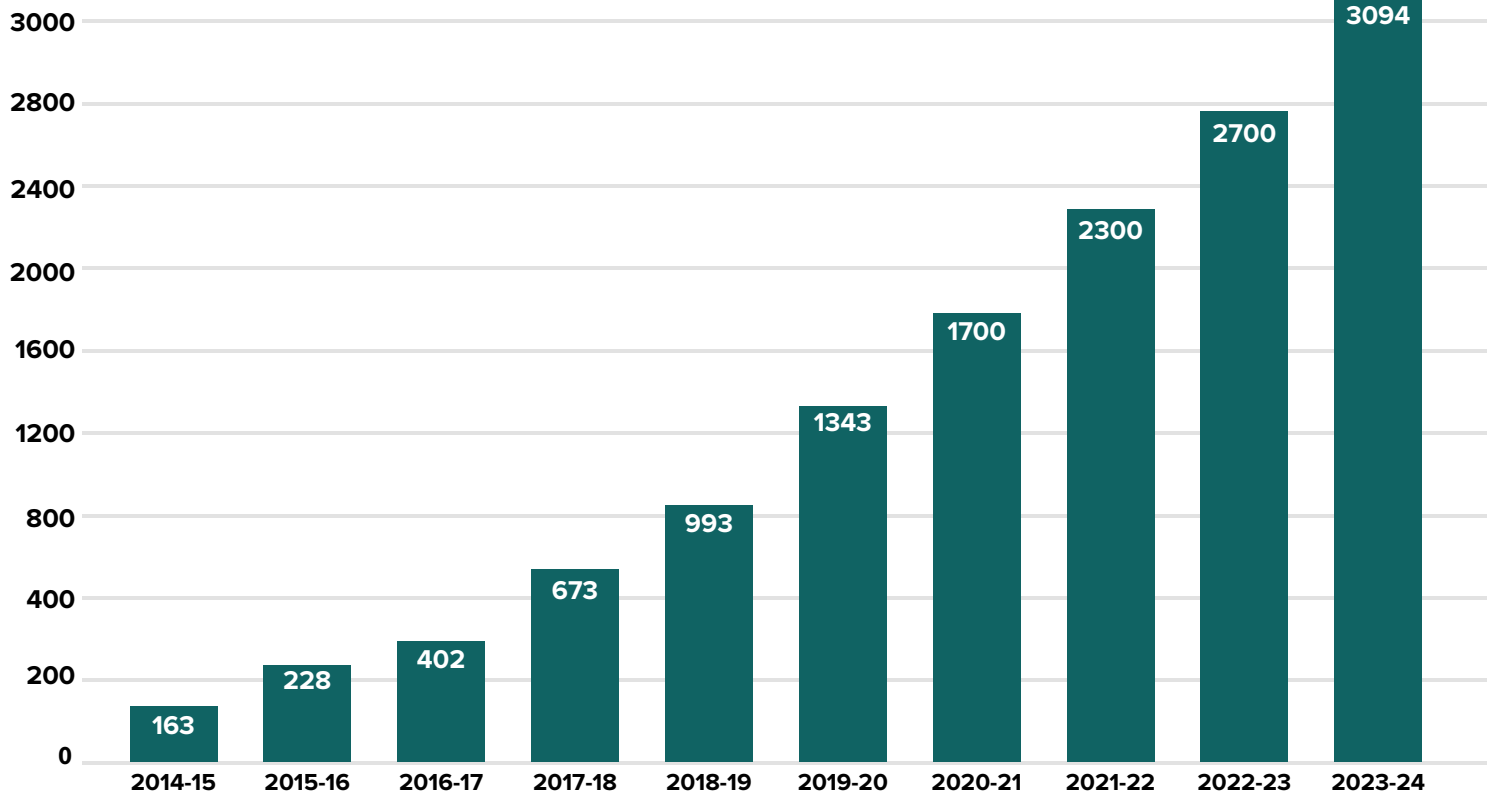
Academic level of PEF Funded students

Average HSC Marks of current 3121 Student's : 85%

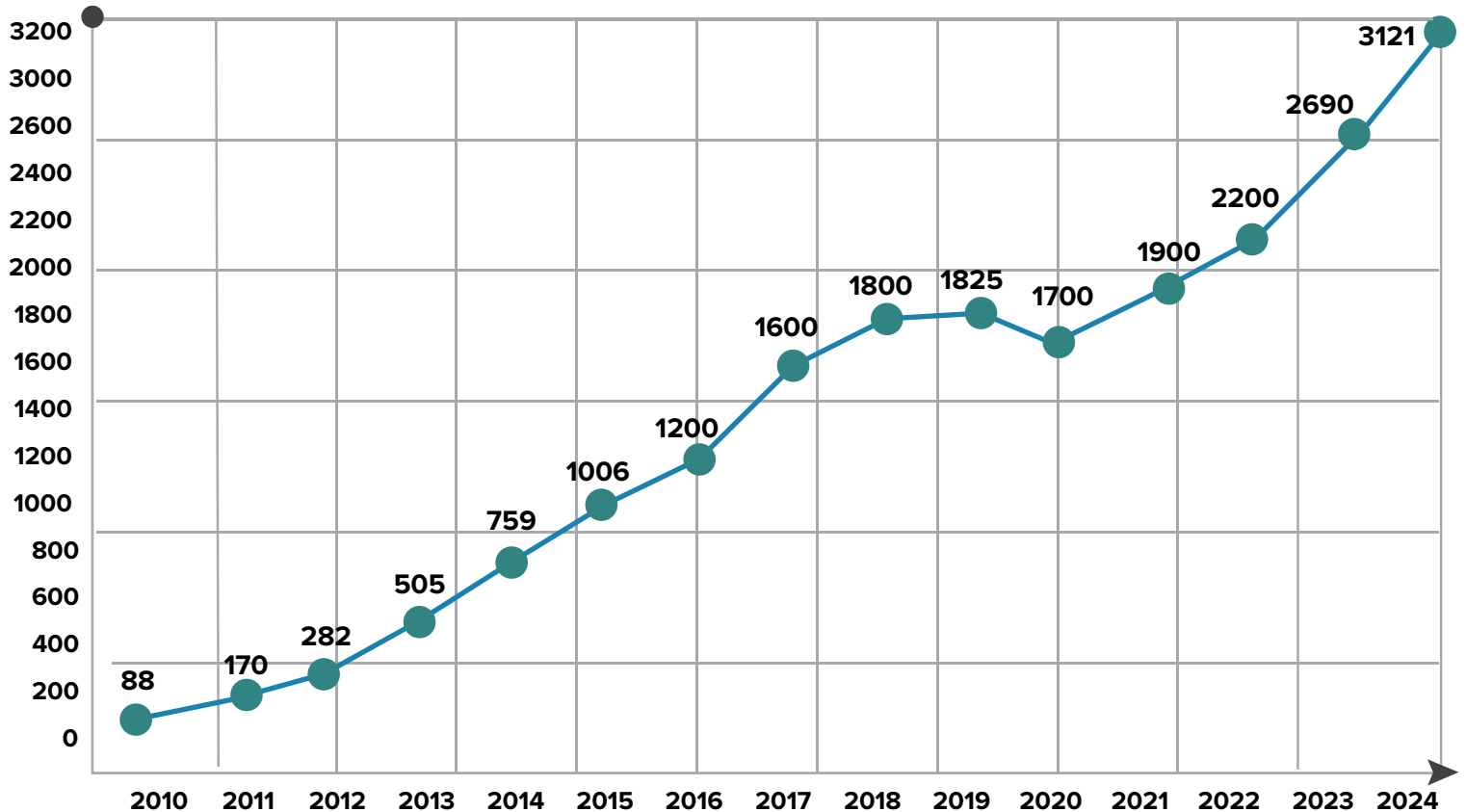


Impact of Your Donations

Alumni Growth from 2015 to 2024



Scholarships awarded from 2009 to 2024



3094 Alumni in the Professional World

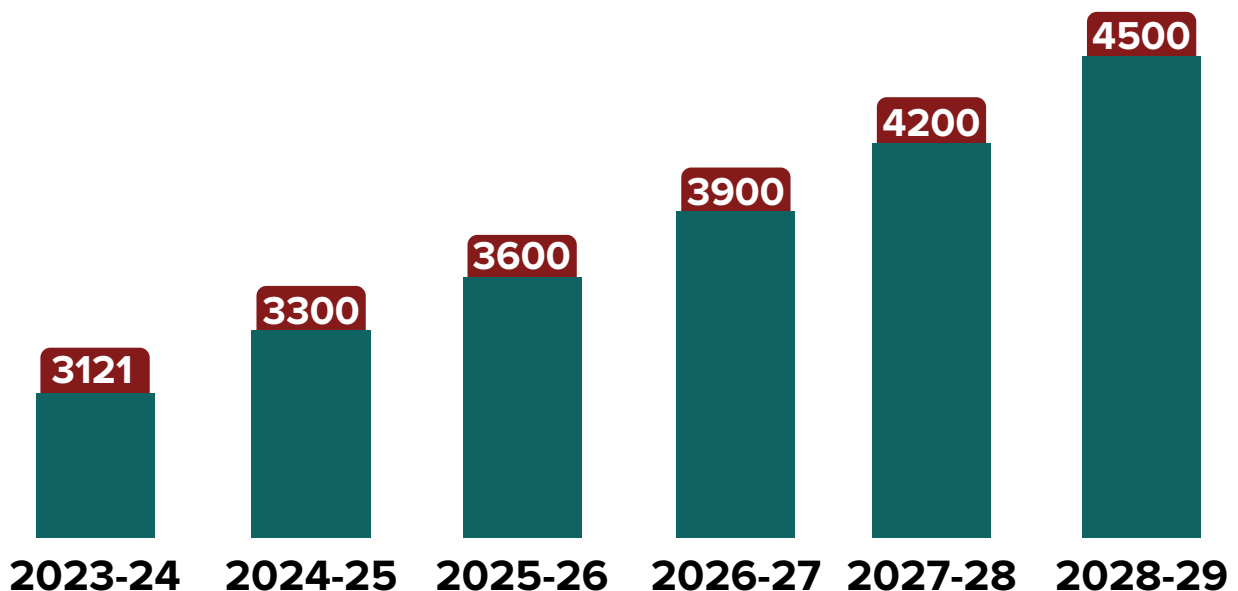


Our 3094 Alumni add

Rs. 1,400,000,000
to the national economy through
their spending power

Our Ambition

From 3121 to 4500 students



Message from the Chairman



Mr. Hafiz Haq
Chairman, PEF

The year **2023-24** was a difficult year for the entire country and the student community that we serve.

Due to high inflation the poverty levels has increased considerably resulting in an increased demand for scholarships from the under privileged section of our society. On the other hand, the lagging economy affected businesses resulting in tightening of the budgets available for charitable donations.

Despite these challenging environments, we were able to grow our scholarships from **2700** to **3121**.



We organized **7** training sessions across Pakistan offering soft skills training to **335** Alumni and the final year students. The feedback from the participants is very positive and the enhanced employment results are impressive.



Management Association of Pakistan selected only **4** charities for their **39th** Corporate Excellence Award and Certification. PEF was awarded the Certificate of Excellence putting us in the company of best governed NGOs. Pakistan Centre for Philanthropy (PCP) audits **450 NGOs** and it also did an audit on us this year. We passed our certification with flying colors with **93%** marks, placing us amongst the top **5** best governed charities in Pakistan.



This year with **4** female Board members out of **12**, we achieved a very competitive gender balance amongst Pakistani charities.

I wish to thank our donors, Board members, overseas partners and the PEF staff for these outstanding achievements.

I look forward to your continued support.

Mr. Hafiz Haq
Chairman, PEF

The PEF family pays its deepest respects to the life and contributions of **Mr. Muhammad Farooq Farooqi**, a visionary leader and a founding trustee of the Professional Education Foundation. His unwavering commitment to education and his passion for empowering young minds have left an enduring legacy.

His guidance and support were instrumental in shaping PEF into the impactful organization it is today. We are deeply grateful for his contributions and will continue to honor his memory by carrying forward his mission.

May his soul rest in eternal peace



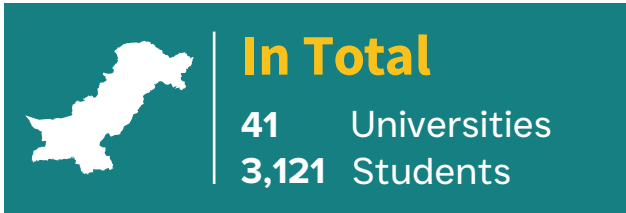
Muhammad Farooq Farooqi
Founding Trustee of PEF
(1944 - 2024)

PEF Across Pakistan

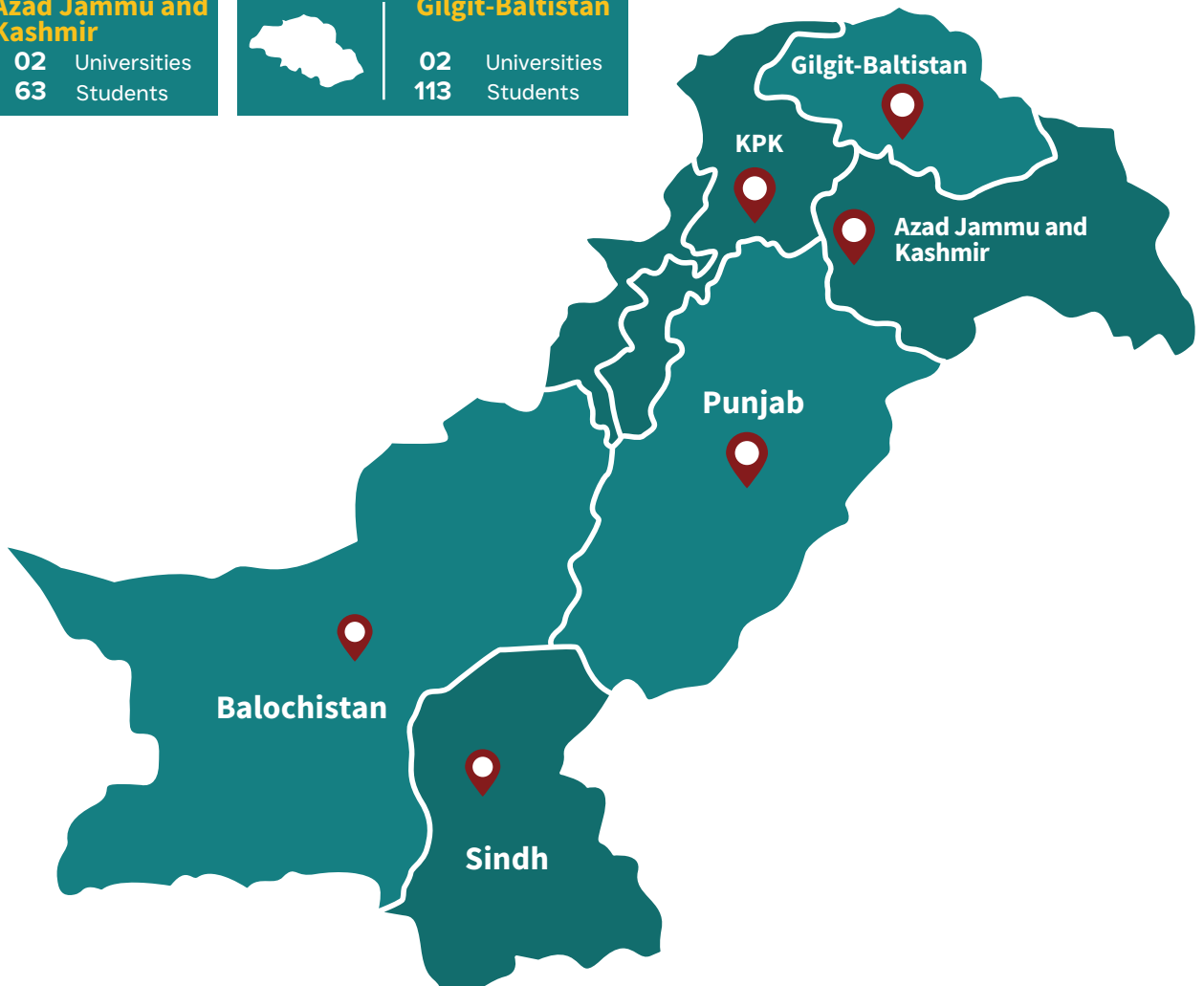
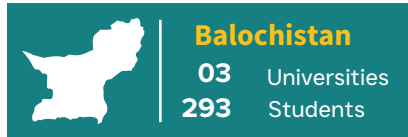
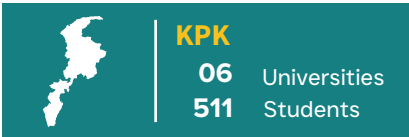
We are represented on an all-Pakistan basis. The PEF has agreements with **41** universities across Pakistan, which are approved by the HEC. It does not discriminate among students based on gender, religion, creed, or cast. Students are thoroughly screened based solely on merit and need.

PEF has signed memoranda with the following Government Institutions:

**Agri: Agriculture; BBA: Bachelors of Business Administration; IT: Information Technology; CS: Computer Science*



Scan to view list of universities



Board of Governors



Mr. Hafiz Haq - Chairman, PEF

Former Senior Executive at Philips Electronics International

While 33 of my 50 years working career has been abroad, I felt strongly that my success was due to the fact that I was “Made in Pakistan”. The thought that thousands of poor but brilliant students are at the risk of losing their dreams due to lack of financial resources kept bothering me. This led to the idea of PEF and its mission: Poverty Alleviation through Professional Education.



Mr. Abdul Aleem - Vice Chairman, PEF

**Secretary-General, Overseas Investors' Chamber of Commerce and Industry (OICCI)
Former CEO of Pakistan State Oil**

Realizing the need to transform society and bring economic stability depends largely on the quality of education and human resource development, I have always supported professional education and skill development. This has benefitted me in my life and, therefore, I want to promote it in the country. And so PEF is the right forum for all those who have a passion and the will to make a difference in this national cause.



Mr. Asad Jamal - Member, BOG

Chairman Good Planet Foundation and ePlanet Capital

Education is the key catalyst for human development and societal change. Pakistan has a vast reservoir of talented youth who deserve the best education possible. I fully endorse and support PEF's mission to provide scholarships to our deserving next generation.



Dr. Saad Khalid Niaz - Member, BOG

Specialist, Gastro-enterology and Liver diseases

The cause of social work and education runs in the family. My father Mr. Khalid Niaz was a well-known educationist and social figure. Helping humanity and sharing their pain has deep roots in my upbringing.



Mr. Raheel Qamar Ahmad- Member, BOG

Chairman of the NFBI and Modaraba Association of Pakistan

Much like impact investing, the work done at PEF impacts not only the individual students that we support for their education but also their families that rise from poverty. I feel that it is incumbent on all of us to not only give back to the community but also to play whatever part we can in helping our country become educated and resultantly decrease poverty.



Ms. Ayesha Tammy Haq - Member, BOG

Education is what builds people, societies and nations, and I firmly believe that it is the right of every child to be educated. Financial constraints should not be an impediment and in Pakistan, we as people have risen to this challenge and seek to ensure that access to a good education is a right, not a privilege. It's an honour to join PEF to work for the betterment of society and to give back to the community.



Ms. Dilnaz X. Avari - Member, BOG

Director Avari Group of Hotels

I cannot put into words how satisfied I feel after helping the less privileged. I believe everyone has the right to get an education. Unfortunately, the majority of people in Pakistan are deprived of this right.



Ms. Farnaz Ahmad - Member, BOG

Director Image Pakistan Limited

Like sun to a plant, like wings to a bird, higher education is a pillar of society – one that every individual must have undisputed access to. The euphoria of skills development, qualification building, and portfolio strengthening must be equalized in every nook and cranny of Pakistan; whatever your socio-economic status, the right to higher education must prevail. It brings me great joy to be joining hands with PEF for a future of professional education that sees no constraints.



Mr. Tariq Kirmani - Member, BOG

Former Chairman & CEO, Pakistan State Oil and PIA

My passion for helping humanity and the underprivileged sections of society brought me to PEF. I believe Professional Education is one of the best methods to alleviate poverty in the long run.



Syed Jawaid Iqbal - Member, BOG

President, Corporate and Marketing Communications

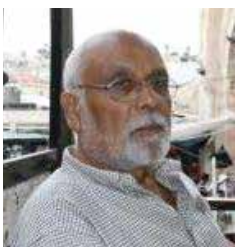
What has motivated me to accept the position is the fact that the Foundation is dedicated to the promotion of professional education in Pakistan a need that does not have many backers in this country.



Dr. Anum Jawed Akhai - Member, BOG

Group Director Business Growth & Strategy, Martin Dow

If you must identify the single most important investment a country should, make for its future, it's Education without any doubt. More specifically its higher education that changes lives, contributes to social stability, and drives long-term economic growth. Over the past 14 years, PEF has delivered on dreams for the Pakistani youth and seeing their success makes me proud to be a part of this team.



Mr. Mashkoor Hussain - Member, BOG

Former Senior Executive of PTCL

Professional discipline is the most important education in the country's economic growth. Pakistan needs more and more professionals for national economic development. We at PEF ensure that no student is deprived of the professional education they deserve.

Lahore Chapter

Professional Education Foundation-Lahore Chapter was established in **2012** and has contributed to substantial funding for the cause of PEF. It is managed by top reputed professionals and supported by a regional office in Lahore.



Prof. Mahmood Shaukat

President Lahore Chapter

Former VC UHS, Lahore

Former- Principal Allama Iqbal Medical College, Lahore

I work for over half a dozen charities, out of them the most outstanding in terms of alleviating poverty is PEF, which believes in empowerment through professional education. Professional education is the most underrepresented investment in most developing countries and it is the most powerful tool in the economic game changers for a community. I pray that PEF can sustain and build upon this great innovative initiative with the help of the commitment of the donors.



Mr. Javed Iqbal

Senior Banking Executive

Mr. Javed Iqbal has a diversified experience of over 30 years of working with multinational and large local banks. Mr. Iqbal worked in various senior positions in and outside Pakistan in the financial sector, and the mainstay of his professional banking career was with Deutsche Bank. Currently, he is engaged in freelance consultancy business, advising businesses and the financial sector.



Mr. Farhat Ali

Former President Overseas Investors Chambers of Commerce, and Industry

Chairman of the Board of Directors and Executive Managing Director of Polygal AG Pakistan

Farhat Ali is currently the chairman of the Board of Directors and Executive Managing Director of Polygal AG Pakistan, a fully-owned subsidiary of Polygal AG Switzerland. He served as the founding president of Swiss Business Council and is currently serving as the director and the chairperson dealing with Swiss Global Enterprise Zurich and Swiss Asian Chamber of Commerce Zurich. He is serving on the Board of Professional Education Foundation Lahore Chapter. He served as the President of the Overseas Investors Chamber of Commerce and Industry and the President of ABB PAKISTAN. He contribute a weekly column in the daily Business Recorder as its lead columnist.

Islamabad Chapter

Professional Education Foundation-Islamabad chapter was established in 2018 by a group of dedicated professionals from the industry. Its objective was to introduce PEF in Islamabad and raise funds for its cause. The Chapter has made substantial progress especially over the last 6 years and continues to grow.



Dr. Attiq Ahmad

President Islamabad Chapter
Senior Academician
Member Governing Body, PEC

Attiq Ahmad is an Associate Professor at Military College of Signals (NUST), where he teaches several engineering courses and actively involved in teaching and research. He serves as an elected member of the Governing Body of Pakistan Engineering Council, who is responsible for taking steps towards the regulation of the engineering profession in Pakistan by ensuring standards in education, accreditation, and professional practices. He has contributed to +30 publications in international reputed journals & conferences and actively supervises several PhD, graduate and undergraduate students. Attiq Ahmad has also served nearly 29 years in the Pakistan Army (in Corps of Signals) and retired as a Colonel. He is also involved in his family healthcare business.



Ms. Qurat-ul-ain Ahmed

Founder of Quintessential Design

With over two decades of professional work experience in the field of advertising and design, Ms. Quratulain has worked at prestigious organizations such as JWT, Orient McCann and GlaxoSmithKline Pakistan to name a few.

“PEF gave me a platform to contribute to a social cause close to my heart. It’s an honour volunteering alongside such an esteemed group of people committed to higher education in Pakistan”.



Mr. Luqman Ali Afzal

Chief Executive Officer, The Monal Group of Companies

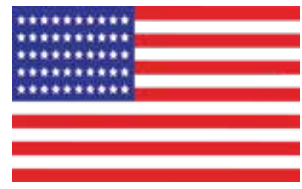
Mr. Luqman Ali Afzal is a graduate of Lahore University of Management Sciences (LUMS). He has vast years of experience in the field of hospitality and restaurants. He is the CEO of The Monal Group of Companies and has expanded the chain of Monal to Lahore and Rawalpindi, etc. Mr. Luqman is a volunteer in PEF as he is very passionate about education and believes that education is the right of every student.



Mr. Saif ul Islam

Former President & CEO of the Bank of Khyber
Former EVP at Allied Bank

I was impressed by the high impact of PEF's mission and its transparent business model. I have been associated with it for the last 7 years and it has been a very satisfying experience.



PEF in the USA has been raising funds for deserving students of Pakistan for **10 years**. Last year, PEF raised funding for approximately **1150** professional scholarships. The donations in the US are tax exempted, and we are approved as a **501 (c)** nonprofit organization by the US Internal Revenue Service.



Fahad Ansari

President PEF-US
Entrepreneur/Technology Sales Leader

Fahad is passionate about helping his fellow Pakistanis and is involved with multiple nonprofit organizations supporting low-income families in Pakistan.

“I believe that education is the surest way for poverty alleviation and found PEF’s mission fully aligned with my thinking”. It gives me profound satisfaction when I hear about the life changing stories of PEF’s alumni.”



Maryam Haq Rahman

Founder member of the PEF-Silicon Valley Chapter,
Independent non-profit Consultant, and Marketer

I left Pakistan at the age of 13, but my heart is still there. I want to see my country prosper, and I see that education is the best way to do it. I began to support DIL (Developments in Literacy) in Silicon Valley and later joined the PEF-Silicon Valley Chapter. While DIL educates school going students, PEF ensures that the brilliant students from the under-privileged section of our society can complete their professional education despite their severe financial constraints.



Zahid Rahman

VP of Strategy and Analytics GCC and a board member at startup company
GRIND Basketball
Former President of OPEN Houston (Organization for Pakistani Entrepreneurs)
and an active member of APF (American Pakistan Foundation)

“I give time to PEF because I see how the organization transforms the lives of its students and I can visualize that PEF model can generate change at a much bigger scale than any other organization. I look forward to helping the organization to create a generational impact and drive higher standards of living for millions of people.”



Professional Education Foundation-UK was registered with the UK's charity commission under the registration number 1168078 and became operational in **August 2018**. It is also approved for the UK government's Gift Aid program, whereby the government remits an additional **25 %** of donations made by the UK Taxpayers. This year PEF-UK funded **315 students**.

The PEF-UK Board of Trustees comprises the following high-profile personalities from the UK:



Mr. Hafiz Haq - Chairman

"I attribute my success to acquiring my engineering degree, which opened attractive job and growth opportunities for me". The thought that thousands of poor but brilliant professional students may not complete their education because of the lack of financial resources kept bothering me. This led to the idea of PEF and its mission: Poverty Alleviation through Professional Education."



Naseem Amin MD MBA

Executive Chairman of Arix Bioscience plc & Former Venture Partner at Advent Life Science and Former CTO of Smith & Nephew

"I believe in the fundamental value proposition of PEF. It is providing thousands of brilliant students from the lowest socio-economic strata scholarships to receive a university education, thereby giving them the opportunity to become successful professionals, uplifting themselves and their families out of poverty"



Amir Mashkoor

CEO, Egnaro Group

We all understand that primary and secondary education is the basis of national development, but I believe that investment in Professional Education offers the fastest route to poverty alleviation. I decided to join PEF's journey as it will lift thousands of people from abject poverty to respectability.



Suniya Qureshi

**Senior Campaign Manager UK Government
Former Senior Strategy advisor to the UK government**

Inspired by the insight of the founding fathers of PEF, I realised there are many educational foundations serving those in need in Pakistan still, none of them plug the gaping hole of 'job ready', educated young adults. These young persons of post matriculate ages will be consigned to a lifetime of blue-collar work when, in fact, they are capable of being tomorrow's leaders. We cannot afford to ignore them.



PEF-Canada Chapter comprises a group of selfless volunteers with senior executive level experience in large International corporations. They believe in PEF's mission of Eradicating poverty through Professional Education.

PEF-CA Chapter started in **2018** and has since been growing every year reaching funding of **120 students** this year. Currently the Chapter in Canada is represented by **5** formidable personalities passionate about spreading the message of PEF throughout Canada.



Mr. Shaukat Rizvi

President PEF-Canada Chapter

Former Senior Executive at Philips Electronics, Panasonic, the founder of "Seniors forum Canada," and Vice Chairman of Ontario Society of Senior's Citizens Organizations (OSSCO)

After retirement, I became a seniors' enthusiast/advocate dedicated to giving back initiatives. I firmly believe in the mission of PEF and its support to more than 5400 students over the last 14 years has had a major impact on alleviating poverty in Pakistan. I also believe that it offers the best return on investment to society on a donor's investment. My ambition is to increase the funding from current 80 to 100 students from Canada within 3 years.



Mr. Riaz Ghani

Vice-President, PEF Canada Trust

Ontario Real Estate Professional and former Executive of Philips Electronics International

After hearing the life stories of PEF Alumni, I felt compelled to join PEF Canada as an obligation and a privilege ALLAH (SWT) has given me. I was excited by the opportunity to participate in a project that transformed the lives of these aspiring young men and women who have done whatever was in their hands, but needed just a little help to complete their professional education. This is what I call "charity at its best". It has given me a purpose and a true feeling of fulfillment.



Mr. Syed Hasan Akbar Kazmi

Private Equity Professional turned Entrepreneur.

Former Director and senior member of JS Group including Head of North America and Head of Middle East & Africa.

Former Chairman of board of JS Global Capital Limited.

Former board member of Jura Energy Corporation, and several other listed companies.

Current board member AZGARD NINE LIMITED - Pakistan.

Member of Institute of Corporate Directors-Canada.

I have been passionate about philanthropy since many years and has been involved in diverse projects covering natural disasters and other areas. Learning about the vision and achievements of PEF, I was motivated take active part in this remarkable initiative. Will continue to contribute towards the progress of PEF and betterment of Pakistan.



Mr. Junaid Alam

Senior commercial banker

currently working with Tandia Financial Credit Union in Ontario Canada.

Former Corporate Banking Head-South at Allied Bank Ltd., Pakistan.

Former Team Leader - Corporate Banking at Banque Saudi Fransi, Saudi Arabia.

I had been supporting education and vocational based non-profits in Pakistan for last many years, but recently, I was introduced to Professional Education Foundation (PEF) and its outstanding achievements for the last 14 years. As I learned more about PEF, I was impressed with its reliable and flawless selection procedure of deserving students. I decided to join the PEF-CA Chapter to promote to contribute to its growth & success.



Mr. Umair Suria

Senior Financial Executive, CPA (Canada & USA)

Former Senior Auditor at Ernst & Young LLP

Give a person a fish and you feed them for a day, teach a person how to fish and you feed them for a lifetime. That is what excited me to join the mission of PEF in transforming lives and generations with rewards that continue forever. Together we can make an immense difference through the power of Education and alleviate poverty in Pakistan one student at a time.

Journeys of Excellence: Alumni Success Stories

They
Dream

You help
Educate
Them

Family
Prosperity



Sadia Noreen
BS Public Administration
NUST - Islamabad
Sub Inspector
Punjab Police

A Role Model for Women

Sadia Noreen, a young woman from a humble background, defied societal expectations and achieved her dream of joining the Pakistan Armed Forces. Despite facing numerous challenges, Sadia's determination and unwavering belief in herself allowed her to overcome obstacles and pave her own path.

Growing up in a family of nine, Sadia's father's salary as a JCO in the Pakistan Air Force was the sole source of income. Despite financial constraints, her parents prioritized education for their children. Sadia excelled in her studies, securing scholarships and eventually gaining admission to NUST, one of Pakistan's most prestigious universities.

With the support of the Professional Education Foundation (PEF), Sadia was able to overcome financial obstacles and complete her degree. PEF's scholarship provided her with the necessary resources to focus on her studies and achieve her goals.

After graduating, Sadia's determination led her to apply for the post of Sub Inspector in the Punjab Police. Despite facing societal biases and skepticism, she persevered and emerged as one of the top candidates in the selection process.

Sadia's journey is a testament to the power of education, determination, and perseverance. She not only achieved her personal goals but also became a role model for other young women, inspiring them to break free from societal expectations and pursue their dreams.



M. Zaid Sher
BS Computer Science
Dawood UET - Karachi
Web Developer
Founder Flosy Tech

Journey of a 3 year old child who lost his father

Born into a humble family in Karachi, **Zaid Sher** faced adversity early on. Orphaned at the tender age of four, he navigated the challenges of life with remarkable resilience. Despite his circumstances, his mother's unwavering dream of seeing him succeed ignited a fire within him.

Balancing part-time jobs with his studies, he excelled academically and secured admission to Dawood University of Engineering and Technology. However, financial constraints threatened to derail his aspirations. The PEF scholarship emerged as a beacon of hope, providing the necessary support to continue his education.

Tragedy struck again when his mother passed away, leaving an immense void in his life. Yet, Zaid Sher persevered, driven by her memory and the support of PEF. He not only excelled academically but also actively participated in extracurricular activities, representing his university in debates and competitions.

Today, Zaid Sher is a successful web developer and entrepreneur, making significant contributions to the tech industry. His journey is a testament to the power of education and the transformative impact of organizations like PEF. By providing opportunities to deserving students, PEF empowers individuals to overcome challenges and achieve their full potential.



Ume Aman

Product and Industrial Design
UET - Lahore

Multimedia Designer
Al Fahim Group - UAE

Entrepreneur

Ume Aman's Journey from Student to Entrepreneur

Growing up in a middle-class family, **Ume Aman** harbored dreams of a creative career. However, financial constraints threatened to derail her aspirations.

With unwavering determination, she pursued a degree in Product and Industrial Design at UET Lahore. A pivotal moment came when she received a PEF scholarship, which alleviated her financial burden and allowed her to fully immerse herself in her studies.

Armed with her newfound freedom, Ume Aman ventured into freelancing, honing her skills and gaining valuable industry experience. Her talent and dedication soon caught the eye of international clients, leading to exciting opportunities in the field of graphic design.

Now, as a Multimedia Graphic Designer at Al Fahim in Dubai, Ume Aman continues her upward trajectory. But her creative spirit yearns for more. Fueled by a lifelong dream, she has become the visionary founder of Shas Uppers, a brand poised to fill a significant market gap. Shas Uppers is more than just a clothing line; it's a stylish solution that bridges various fashion needs.



Abdul Wahab

Computer Engineering
NUST - Islamabad

Software Engineer
Labware Arabia - UAE

A Bright Future, Forged Through Hard Work and Determination

Hailing from a humble background, **Abdul Wahab** faced numerous challenges throughout his life. His father, a sales officer, struggled to provide for the family, and financial constraints often threatened to derail his educational aspirations.

In 2019, he secured admission to NUST, but his path was soon disrupted by a health crisis. After a minor accident, he was diagnosed with a chronic kidney disease. His condition worsened when he suffered a stroke, leaving him paralyzed on one side of his body and battling depression. As his medical bills piled up, his family's financial situation became dire, and the Covid-19 lockdown further strained their resources.

Just as he considered pausing his education, the PEF stepped in, covering his tuition fees for the final three semesters. With PEF's support, he pushed through his physical and mental challenges and completed his degree with a respectable CGPA of 3.0

Today, Abdul Wahab works as a software engineer at Labware Arabia in Dubai. He credits his success to his unwavering determination, the support of his family, and the life-changing assistance from PEF, which allowed him to finish his education and pursue his dreams.



Dr. Hafiz Bilal

BDS - Khyber College of Dentistry
Peshawar

Dental surgeon
Periodontist
Private Clinics

Dr. Bilal Ahmed's Commitment to Empowering Future Generations

Dr. Hafiz Bilal Ahmed's journey is a testament to the power of perseverance and the transformative impact of education. Hailing from a humble background, he faced numerous challenges, including financial constraints, but his unwavering determination and academic prowess propelled him forward.

With the support of PEF's scholarship, he was able to overcome these obstacles and pursue his passion for dentistry. Today, he is a successful dentist, working as a visiting dental surgeon and periodontist at several clinics. He is also pursuing a postgraduate qualification in Periodontology and Implantology at Fatima Memorial Hospital, Lahore.

Inspired by the support he received from PEF, Dr. Hafiz Bilal is now committed to giving back to society. He actively supports deserving students with financial aid, enabling them to pursue their educational goals. His journey is a testament to the power of education and the impact of organizations like PEF.



Mahnoor Qazi

Software Engineering

NED - Karachi

UI/UX Designer

Folio3 Software

Mahnoor Qazi's Impact on the World of Design

Mahnoor Qazi, a bright and ambitious young woman, grew up in a middle-class family. Despite facing financial constraints, she was determined to make her mark in the world of technology.

With a strong academic foundation, Mahnoor secured admission to the Software Engineering program at UET Lahore. Recognizing her potential and financial needs, the Professional Education Foundation (PEF) awarded her a scholarship, lifting the burden of tuition fees. This timely support allowed her to focus on her studies and explore her passion for design.

Balancing academics with part-time tutoring, Mahnoor honed her skills and gained practical experience through internships. Her dedication and talent led her to a coveted position as a UI/UX designer at Folio3.

Today, Mahnoor continues to excel in her field, contributing to innovative projects and pushing the boundaries of design. Her journey is an inspiration to aspiring professionals, demonstrating the power of perseverance, hard work, and the transformative impact of education.

PEF is proud to have played a role in Mahnoor's success story, and we believe that her journey will inspire countless others to dream big and strive for excellence.



Inam Ullah

BS, Electronic Engineering

BUITMES University - Quetta

Freelancer

System Engineer

Rugby Consultants -UK

Building Bridges with Knowledge and Faith

Born into a humble family in Pishin, **Inam Ullah** faced numerous challenges throughout his educational journey. His father, a Khateeb and Imam, struggled to support the family, and Inam's dreams of higher education seemed distant.

Despite these hardships, Inam persevered. He excelled in his studies, securing a coveted spot at BUITEMS University in Quetta. However, financial constraints threatened to derail his aspirations.

It was at this critical juncture that the Professional Education Foundation (PEF) stepped in. The scholarship provided by PEF not only covered Inam's tuition fees but also lifted the burden of financial stress. This enabled him to fully immerse himself in his studies and explore his potential.

Today, Inam Ullah is a successful Embedded Systems Engineer, working as a freelancer for Rugby Consultants in the UK. His journey is a testament to the power of education and the transformative impact of organizations like PEF. By providing opportunities to deserving students, PEF empowers individuals to overcome adversity and achieve their dreams.

Scan to view
more Alumni stories



PEF Alumni Academy - PEFAA



Since its inception in 2009, Professional Education Foundation (PEF), has enabled **3094** Alumni to become successful professionals earning decent salaries, thereby uplifting their whole family and very often impacting their communities.



While classroom education and qualifications are provided by the universities, the skills, and grooming required for employability are not available at most public universities. There is a definite need to fill this gap and offer opportunity to the final year students and the PEF alumni to acquire specific skills that help improve their employment prospects.



To achieve the above stated objective, PEF has established Professional Education Foundation Alumni Academy (PEFAA). We encourage the current Alumni to register and become members of PEFAA. PEF intends to partner with training organizations, industry, and HR firms to achieve stated objectives.

#1 CV & Interview Preparation

#2 Business English Proficiency

#3 Presentation & Confidence Skills

#4 Job & Internship Assistance

#5 Education Scholarships

PEFAA Training Sessions

Training Session Cedar College, Karachi.



PEF continues its commitment to empowering its alumni through targeted training programs. On February 17th, 2024, a one-day resume writing and interview skills Training session was held at Cedar College Karachi.

Led by renowned trainer Lawrence Anthony, the session focused on enhancing communication, leadership, and personal development skills for final-year PEF scholarship holders and alumni.

Training Session BUIEMS, Quetta.



PEFAA, in collaboration with BUIEMS, organized a comprehensive one-day training session on April 25, 2024. This event brought together 55 PEF alumni and 15 BUIEMS students to enhance their professional skills.

The training, facilitated by experienced trainer Danish Khan Yousafzai.

We extend our sincere gratitude to the Vice Chancellors Prof. Dr. Khalid Hafeez for their invaluable support in hosting our training programs.

Training Session Unilever, Karachi.



PEF, in partnership with Unilever Pakistan Limited, organized a comprehensive soft skills training session on June 6, 2024. The session, led by industry experts from Unilever, equipped PEF graduates with essential skills such as communication, teamwork, and problem-solving.

The presence of Mr. Amir Paracha, Chairman and CEO of Unilever Pakistan Limited, and Mr. Abdul Aleem, Vice Chairman of PEF, further motivated the participants.

Training Session UOA, Faisalabad.



This training Session was successfully held at the University of Agriculture Faisalabad on Thursday, September 26, 2024. The training focused on essential soft skills that are crucial for professional success.

The training was conducted by experienced trainer Sohail Siddique, who provided valuable insights and practical tips to the attendees.

Certificates of completion were distributed to the participants by the Vice Chancellor of UOA Faisalabad, Prof. Dr. Iqrar Ahmad Khan.

Training Session UET, Peshawar.



Professional Education Foundation Alumni Academy (PEFAA) recently hosted a transformative 2-day Soft Skills Training program at UET Peshawar on 10th and 11th October.

With expert guidance from Sohail Siddiqui, over 130 students and alumni gained valuable insights into resume writing, interview skills, confidence building, and leadership.

We extend our sincere gratitude to Prof. Dr. Qaisar Ali, VC of UET Peshawar, for his support and encouragement.

Training Session UET, Lahore.



PEF, in collaboration with UET Lahore, organized a comprehensive one-day training session on November 7, 2024.

The session, led by renowned trainer Sohail Siddiqui, equipped 75 participants, including final-year students and alumni, with essential skills such as resume writing, interview techniques, personality development, and communication.

We would like to express our sincere thanks to the Prof. Dr. Shahid Munir VC of UET Lahore, for their support in empowering our students.

Achievement Awards

Corporate Excellence Award 2024:

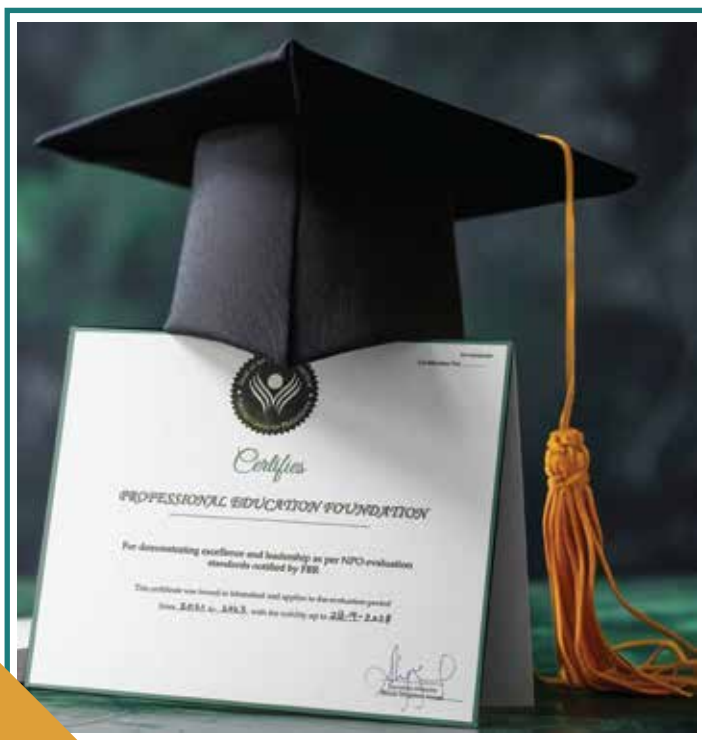


Our Chief Operating Officer, Mr. Jawaid Faruqi, accepted the prestigious Corporate Excellence Award 2024 in the **Non-Profit** Sector on behalf of the Professional Education Foundation at the **39th Management Association of Pakistan (MAP) Awards**.

This recognition is a testament to PEF's dedication to providing educational opportunities to deserving students and our unwavering commitment to excellence.

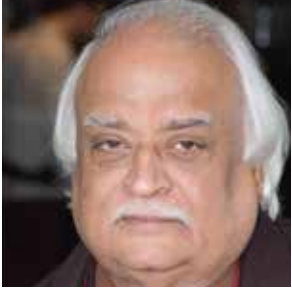
We extend our heartfelt gratitude to our team, donors, and partners for their invaluable contributions.

Top 5 Best-Governed Non-Profit Organization:



We were audited by Pakistan Centre for Philanthropy (PCP), where we scored **93%** marks on governance and compliance.

This puts PEF amongst the top **5** best governed nonprofit organizations out of the **450** organizations audited by PCP.



Anwar Maqsood - PEF'S Brand Ambassador

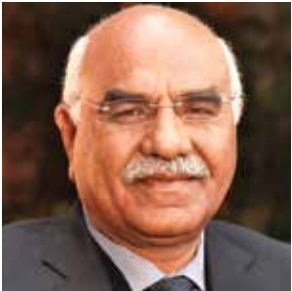
Anwar Maqsood is a Pakistani playwright, television host, and actor. He has received the Hilal-e-Imtiaz and Lifetime Achievement award.

His message for PEF is:

For the last 15 years, all the directors of this organization have been trying to bring a change in Pakistan, and this change can only happen because of education.

I have never asked anyone for money, but for this organization I am saying that you do whatever you can because all these children belong to this country.

These are all your children. These are my children. Pakistan Zindabad.



Dr. Amjad Saqib - PEF's Friend

Dr. Amjad Saqib, Akhuwat's Founder/CEO, World's Largest interest-free micro finance program.

His message for PEF is:

"Who is not aware of the importance of education? If there is one problem in Pakistan, it is the lack of education and its quality. All around the country in run down streets, cities, and villages, thousands of children are waiting for someone to come to them and hand them a pen, paper, and a book so they can head to school and change their future so they can go from being illiterate to competent.

Unfortunately, due to lack of facilities and many more reasons, this cannot be achieved. However there are still a few sympathetic people out there who are working towards this cause and striving to bring the people of our nation out of illiteracy and expose them to the light of knowledge. Professional Education Foundation is one such institution. It is full of compassionate people committed to bringing the light of education and hope to the people of Pakistan.

I am a huge ally of this organization and the work they do all around Pakistan in addition to their pledge to bring kids out of the darkness and into the light. With the purest of intentions, I pray that God increases their strength and His blessings towards them, I hope one day we can all work together and create a society where every child has the opportunity to go to school, making us capable of reaching a level of education where the people of our society can compete with the most developed countries.

May God protect all those who are working for this organization, from the donors and the employees to the facilitators, I hope the dreams that this organization has for the citizens of this country may come to fruition."



Mr. Javed Jabbar - PEF's Friend

Mr. Javed Jabbar is a Pakistani writer, politician, intellectual, scholar, artist and former federal minister.

His message for PEF is:

Professional Education Foundation's appeal for zakat donations has a special significance. PEF's services prove how zakat can be validly used to go far beyond immediate relief to enable vitally important transformation. It shows, how capable young individuals with proven merit but who do not have funds can be given crucial, timely support in order to achieve life-changing higher education. For the benefit of Pakistan, humanity, and of your own lives, PEF deserves your invaluable support.

A Note of Thanks to all Donors

We are greatly honored and thankful to our sincere corporate donors who have always stood with us and contribute to our cause. We truly value this friendship and hope that it is going to continue forever.



PSO



Unilever Pakistan



Sindh Gov



Soorty



Sapphire



Martin Dow



Abbott



Faysal Bank



Al Mezzan Investments



JDW Sugar Mills



OLP MODARABA



Service Foundation



CMC



Dolmen Real Estate Management



Falaknaz Group

Fastest and Surest Return on Investment to Society

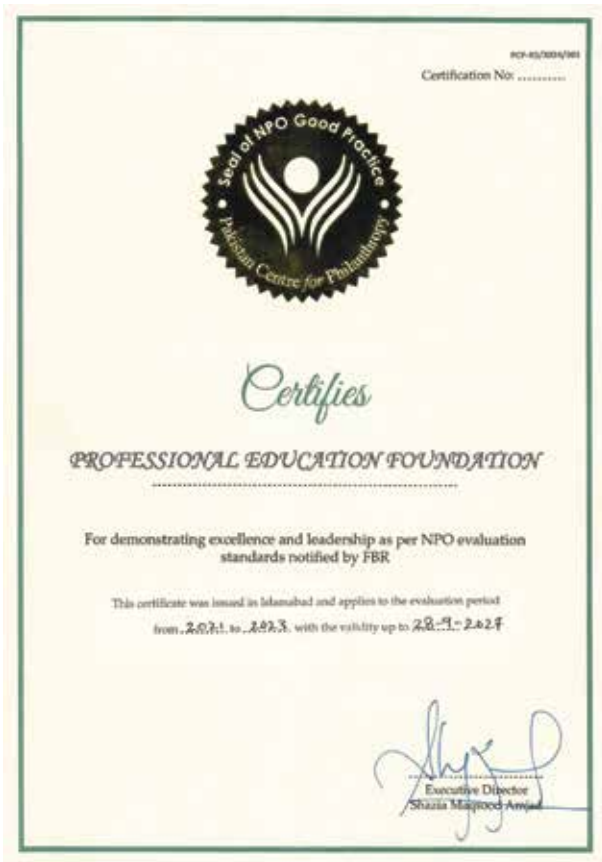
This is just a start, and the life stories of our alumni show that as they grow in their careers, nothing can stop them from reaching unimaginable heights.



- Professional education is perhaps the quickest way of uplifting entire households above minimum poverty thresholds.
- Return on investment in professional education is excellent because the average academic annual cost of a student ranges around **PKR 100,000/year**, The total investment until an engineer graduates is **PKR 400,000**, and for a doctor, it is **PKR 500,000**.
- Upon employment the first year salary ranges between **PKR 600,000 to PKR 900,000**, meaning that they will earn back the entire investment on their education in **9 months**.

Certifications

● PCP Certification:



● Tax Exemption Certification:



● Shariah Certification:



Financial Transparency Audited Accounts

Highlights of Annual / Audited Accounts:

Statement of Income and Expenditure						
Year	2023-24	2022-23	2021-22	2020 - 21	2019 - 20	2018 - 19
Income						
Receipts during the year	334,877,489	231,151,794	187,742,073	99,449,651	83,802,761	114,521,467
Total Income	334,877,489	231,151,794	187,742,073	99,449,651	83,802,761	114,521,467
Expenditures						
Operational	(242,978,668)	(200,604,652)	(145,511,346)	(97,380,094)	(90,335,570)	(87,850,161)
Administrative	(30,859,857)	(25,692,480)	(19,336,649)	(13,139,929)	(10,551,464)	(9,022,491)
Total Expenditures	(273,838,525)	(226,297,132)	164,847,995	(110,520,023)	(100,887,034)	(96,872,652)
Deficit/ Surplus for year	61,038,964	4,854,662	22,894,078	(11,070,372)	(17,084,273)	17,648,815
Number of Students year wise	3,121	2,690	2,200	1,900	1,700	1,825

*** Audited by: A.F. Ferguson & Co**

Sponsor Dreams Empower a Student

**Create Lasting Change Sponsor a Student
(Help us secure their future)**

Rs. 500,000/-

Donate to educate a Doctor



Rs. 100,000/-

can help complete 1 year of
Professional Education



Rs. 400,000 /-

can create an Engineer,
Agriculturist, or a CS Professional



Make a Difference

How to Donate



Donate By Cheque:

You can send us your donation cheque in favor of (**Professional Education Foundation**) at 3rd Floor, 48-C, 1st Commercial Lane, Bukhari Commercial, Phase 6, DHA, Karachi, Pakistan.



Doorstep Collection:

Call **+92-336-3338290-2** for the collection of your cheque and or/donation card right from your doorstep.



Direct Deposit:

Deposit or transfer your Zakat or donations directly into our bank accounts. Details at www.thepef.com



Give Online:

Make a one-time or recurring donation online at: <https://thepef.com/online-donation/>

Scan to Donate



Donate from Pakistan:

Meezan Bank Ltd.

Account No.: 0100007474, Branch Code: 0127 (Zakat)
Account No.: 0100007471, Branch Code: 0127 (Donation)
Swift Code: **MEZNPKKAGR**
IBAN: PK39MEZN0001270100007474 – (Zakat)
IBAN: PK23MEZN0001270100007471 – (Donation)

Habib Metropolitan Bank Ltd.

Account No.: 29311-714-155878, Branch Code: 9964 (Zakat)
Account No.: 29311-714-155885, Branch Code: 9964 (Donation)
Swift Code: **MPBLPKKA064**
IBAN: PK09MPBL9964267140155878 – (Zakat)
IBAN: PK14MPBL9964267140155885 – (Donation)



Donate to PEF-US:

1. Pay by cheque: Write a check in the name of PEF-US.
2. Write zakat or donation in the memo line & mail it to: PEF-US P.O Box #841 Katy, TX 77492 USA.
3. To make an electronic donation, please contact : shaguftadahar@thepef.com or Fahad Ansari, Tel : +1-734 956-0571, Email: fahad@pef-us.org
PEF-US will issue to you a Tax Exemption Certificate which you can use for tax claims.

PEF USA: www.pef-us.org

Disclaimer: Tax relief on donations is only available to donors who are tax residents in USA.



Donate in the UK:

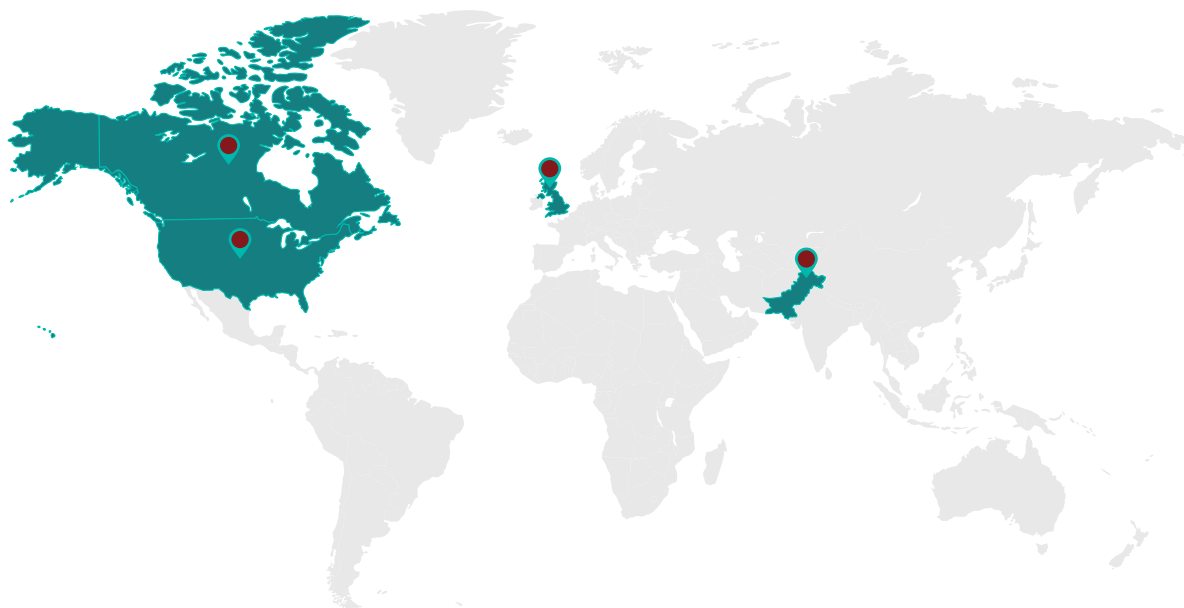
Donate online : (<https://thepef.enthuse.com/donate#!/>)
Beneficiary: **Professional Education Foundation-UK**
LLOYDS BANK - Sort Code: 30-99-08
Account Number: 23355260
PEF UK: www.pef-uk.org



Donate in CANADA:

Donate online : (<https://idrf.ca/PEF>)
Contact : Syed Shaukat Islam Rizvi (President PEF Canada Chapter)
Tel : +16479225925 - Email : Pef-ca@thepef.com

Get in Touch: Contact Us



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Our Volunteer Program



“The best way to find yourself is to lose yourself in the services of others.”

PEF is committed to providing each volunteer with a rewarding and productive experience. The objective is to offer meaningful volunteer experience to individuals who want to make a real difference in the lives of the less-privileged students of Pakistan.

Do you want to make a positive impact on the future of Pakistan? You can help transform the lives of Pakistani students and alleviate poverty through professional education.

Careers - Explore The Possibilities.

We are keen to encourage talented, passionate people to explore the possibilities of a career at the Professional Education Foundation. If you have the right mix of experience, discipline, and humility needed to help us accomplish our goals, we strongly encourage you to apply.

To apply, send us your resume at : info@thepef.com



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