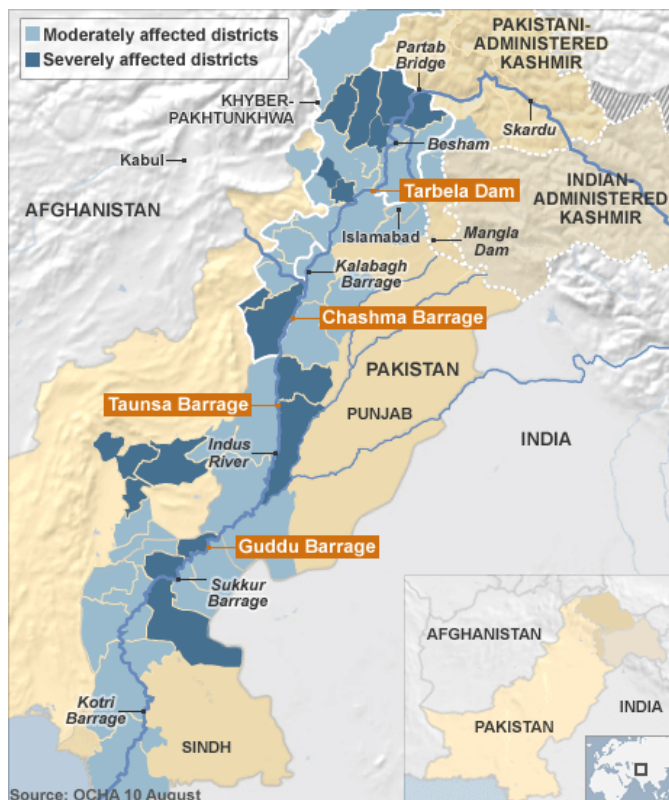


Pakistan Flood Relief 2010: Victims are desperate for food



Scores of individuals and families affected by Pakistan's flood crisis have lost everything: their village, their house, their assets, their crops, and in some cases, even members of their own family. Right now, there is a real urgency to get food to the victims. If we don't, more people will die and more will suffer. We need your help.

To date, over 14 million people have been affected and 6 to 7 million people are urgently in need of food, clean water and shelter. The United Nations Office for the Co-ordination of Humanitarian Affairs has said that these floods in Pakistan are the 'worst monsoon-related floods in living memory.'

Since the onset of the floods, The World Federation of KSIMC has been working very closely with its regional partner in Pakistan, the Hussaini Foundation to address the urgent needs of the victims. Last week, food packages were delivered to 3,100 families:

NO. FOOD PACKAGES	LOCATION	DATE
500	Laiyah	6 August 2010
500	D.I. Khan	7 August 2010
600	Kot-Addu District Muzhffargahar	11 August 2010
500	Rajanpur	11 August 2010
500	D.G. Khan	11 August 2010
500	Mianwali	12 August 2010

Hussaini Foundation volunteers continue to work tirelessly in the affected region and have identified another 25,000 families who are desperate for food.

Relief camps have also been set up by the Hussaini Foundation to provide shelter and support to families in the following areas:

- KP – Al-Asr Academy, Usterzai Payan, Kohat
- AJK - Fatimia College, Lower Chatter, Muzaffarabad
- Punjab – Mianwali, Jhang, Bhakkar, D.I.Khan, Laiyah, Rajanpur, D.G.Khan, Muzaffargarh

- HF North Region Office- Islamabad
- Sindh – Jamshoro, Asgharia Society
- HF South Region Office - Karachi

PAKISTAN'S CASH CROPS DESTROYED

The floods have washed away large areas of grain stocks, cotton, sugarcane, rice pulses and tobacco. These are huge losses for Pakistan's economy as they make up the nation's cash crops. The floods have also claimed a large quantity of the nation's livestock. The shortage of food has caused the cost of food to sky rocket. People in Pakistan are starving and desperate for food.

MORE FOOD PACKAGES NEEDED. PLEASE HELP.

The World Federation has made a commitment to raise enough funds to feed at least 5,000 of these families. However, we cannot do this alone. We need your financial support. With your donation, we can provide each family with a relief food package which contains the following items:

ITEM	QUANTITY
Sugar	3 kg
Tea	250 gm
Milk Powder	1 kg
Channa Pulse	2 kg
White Pulse	2kg
Salt	1 kg
Chilly Powder	250 gm
Cooking Oil	2 kg
Rice	10 kg
Plastic Sheet	1

Each food package costs only \$20 USD / \$20 CAD / £13 GBP. We cannot take away the floods, but we can bring relief by making this catastrophe more manageable. Too many people, young and old are suffering as we speak.

TO DONATE:

Donate on The World Federation Website

Donate in Canada or USA, (via NASIMCO)

Donate in Europe (via CoEJ)

For more information, please email relief@world-federation.org