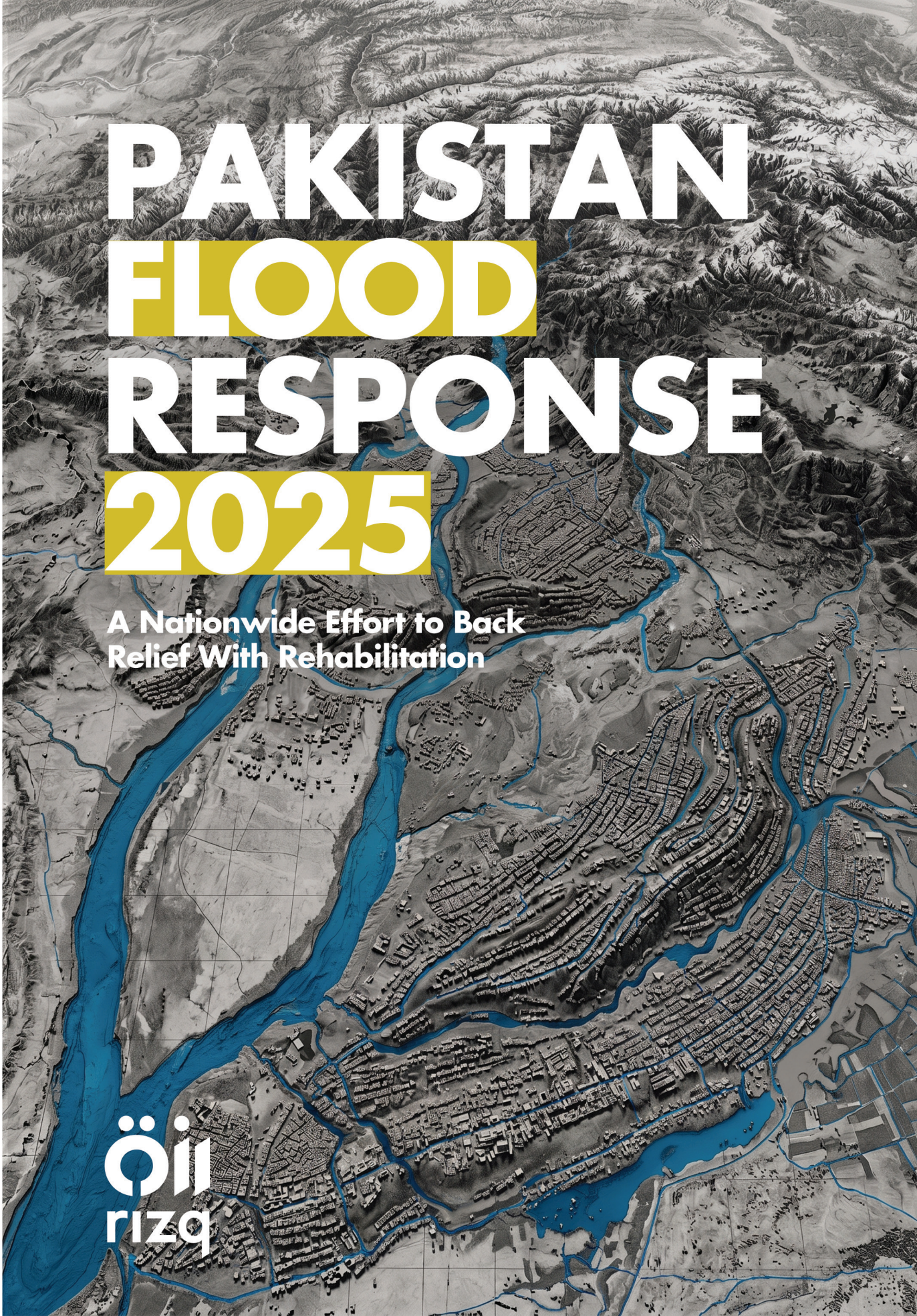

PAKISTAN
FLOOD
RESPONSE
2025
A Nationwide Effort to Back
Relief With Rehabilitation
rizq

CONTENTS

02
Message from the CEO

03
Executive Summary

04
Project Background

05
Project Overview

06
Relief Operations Methodology

07
Scope of Relief Activities

08
Ration Distribution Process

10
Key Relief Outcome

12
Geographical Impact

14
Rehabilitation Measures

15
Testimonials

16
Gallery

17
Conclusion

18
Acknowledgments

MESSAGE FROM THE CEO

Natural disasters are always the hardest situations to deal with - as nations, as individuals, and as organisations. They require a lot of quick decision-making, and close monitoring of any changing circumstances. When the floods of 2025 hit the valley of Buner, we only had one thought in mind: we needed to act instantly. And hence, began the two month long nation-wide effort to provide instant relief to affected communities, and help them back on their feet.



Beyond the headlines and devastating visuals lie deeper, real stories of loss and pain with far-reaching impacts. We have seen these stories up close while working with communities - lost livelihoods, broken homes, declining health due to lack of nutrition. **True service of humanity goes beyond a one-time provision of packages, but rather a restoration of human dignity which is often stripped away by disasters**.

Floods 2025 were a team effort. From every volunteer who risked their safety to be on the ground, to the teams ensuring effective deliveries and timely communication at the backend, from the donors who trusted us to the partners who helped us scale-up our efforts, we are grateful for all of your support.

Together, let us all commit to building safer, sustainable, and disaster-resilient communities.

Qasim Javaid

CEO, Rizq

EXECUTIVE SUMMARY

The floods of 2025 hit in the blink of an eye, taking down major infrastructure, homes and businesses in Buner, extending to other parts of KPK like Swat and Bajaur. The impact was immediate, with hundreds rendered homeless within seconds of a cloud burst phenomenon. Over the course of the next few weeks, the situation continued worsening south-wards with major rivers overflowing, ruining agricultural lands, buildings and settlements. The kind of structural damage that the floods caused required cohesive, collaborative and long-term measures.

Rizq's response was immediate, with the first team moving to Buner and setting up live kitchens delivering freshly cooked meals to affected communities, along with urgent medication and clothing. Over the course of the flood response, **10 live kitchens** were set up in different parts of KPK and Punjab, meeting nutritional needs through fresh food and ration distributions carried by a team of volunteers, in partnership with World Central Kitchen.

Rizq's flood response was divided into three phases: rescue, relief and rehabilitation, moving from meeting urgent food requirements, to rebuilding livelihoods and houses for the affected communities. Through a force of **850+ volunteers**, the teams were able to serve over **4 million meals across 18 districts**.

The floods highlighted the systemic gaps that exist in not just infrastructure, but also social protection available for thousands of individuals in Pakistan, making them increasingly vulnerable to the impacts of climate related disasters. For Rizq, the flood response was a reminder to build stronger communities while upholding human dignity in all measures and operations.



PROJECT BACKGROUND

The floods of 2025 were one of the severest in the history of the country, highlighting that climate change and related disasters are no longer a future threat, but a lived reality impacting livelihoods and shelter. With a heavier-than-expected monsoon season, rapid glacial melting, and cloudburst phenomenon which triggered flash floods, the situation deteriorated immediately, causing major destruction.

1,033
reported deaths nationwide

504
deaths in KPK due to flash floods

2.9 Million
displaced from their homes

4,700+
villages inundated

(source: NDMA)

While the impact was felt across the country, it affected the most vulnerable communities the hardest. Millions were left stranded with no food, shelter or livelihood to support themselves, turning a natural disaster into an exacerbated crisis of food insecurity and illnesses.



PROJECT OVERVIEW

Rizq's Flood Relief Program was launched to provide immediate humanitarian assistance to communities affected by floods across Pakistan. Building on its experience from previous disaster responses, including the nationwide floods of 2022, Rizq mobilized its network of volunteers, partners, donors, and local communities to deliver timely, dignified, and transparent relief.

The project focused on addressing the most urgent needs of flood-affected families through the distribution of ration packs, cooked meals, clean drinking water, hygiene supplies, shelter support, and other essential relief items. Alongside emergency response efforts, Rizq worked closely with local partners and community leaders to ensure aid reached the most vulnerable households efficiently and fairly.

Beyond immediate relief, Rizq remains committed to supporting long-term recovery and resilience through sustainable food security and livelihood initiatives, helping communities rebuild stronger after the crisis.



RELIEF OPERATIONS METHODOLOGY

Phase-1
Rescue

Phase-2
Relief

Phase-3
Rehabilitation

Phase 1
Rescue

During this phase of operations, Rizq teams assisted rescue teams and affected individuals by providing them with freshly cooked meals through the mobile live kitchens which were established in various cities across the duration of the operations.

Live kitchens were established in Swat, Buner, Hafizabad, Narowal, Jalalpur Pirwala, Alipur, and Sialkot. On average, each live kitchen had the capacity of producing approximately **2,000** meals per day. The teams ensured that the meals were prepared to meet nutritional requirements - especially providing rich sources of protein in every meal, substantiated with fruits.

Along with fresh meals, the teams also distributed essential medications and sanitary products, along with clothing to the affected communities during the rescue phase, helping meet all urgent needs.

During this phase, the teams also conducted detailed needs assessment to categorise the highest impacted families, who needed additional assistance.





Phase 2
Relief

Once the water levels had started to decline in the flood affected communities, the teams began the second phase of operations: relief. During this phase, the primary focus was on provision of ration packages and temporary shelters to the hardest impacted families, allowing thousands to slowly return to normalcy.

Families were provided with token numbers along with a dedicated time for distribution. At the distribution sites, each recipient's token was verified and the ration was provided to them in a dignified manner. Additionally, with the help of partners, Rizq helped set-up temporary shelters and camps for many families.

Ration distributions followed a highly efficient logistical backend, with the packaging being handled in Lahore, delivered daily to all of the different on-ground teams, minimising risk of damage and holding.



Phase 3
Rehabilitation

The on-ground teams also held multiple field assessments and interviews to identify how long-term rehabilitation measures could be implemented in different locations. The primary areas of intervention highlighted were agricultural rehabilitation and construction of houses for vulnerable families who had become homeless through the crisis.

Rizq launched its "Seeding Good" campaign after floods, aiming to rehabilitate of flood-affected farmland by supporting small-holder farmers through interest free loans in the form of agricultural inputs.

Additionally, five model houses were constructed and handed over to flood affected families in Jhang, providing a prototype for scaling up further.

SCOPE OF RELIEF ACTIVITIES



Food Assistance

Provision of dry ration packs, freshly prepared meals, and live kitchen services to address immediate food needs.

Safe Water Access

Supply of clean drinking water through water filtration systems and other safe water interventions.

Health and Hygiene

Distribution of ORS, hygiene supplies, mosquito nets, and essential health items to reduce disease risks.

Emergency Shelters

Provision of tents, blankets, winter kits, and other essential shelter materials for displaced families.

Essential Non-food Items

Distribution of clothing and other essential household items to support the dignity and well-being of affected communities.

Recovery and Resilience

Support for early recovery through livelihood restoration, rehabilitation initiatives, and long-term food security interventions

RATION DISTRIBUTION PROCESS

During the relief phase of operations, Rizq had a stringent verification and distribution process to ensure the goods reach the most deserving and vulnerable families, who had not yet received support from any other source. In order to achieve this, Rizq followed a step-by-step approach including the following:



Needs Assessment

Rizq teams visit different flood-affected communities to conduct detailed damage assessment, short-listing intervention sites based on needs and identifying point-of-contacts (POCs) in each community to be the focal point of all communication.



Beneficiary Documentation

During this phase, the teams conduct door-to-door surveys in the short-listed communities along with the POC, and finalise lists of the beneficiaries - giving priority to widows and orphans and disabled



Token Distribution

1 or 2 days prior to the distribution of rations, tokens are distributed amongst each beneficiary family through the POC, including the date and time for distribution.



Token Verification

At the ration distribution site, one representative from each family arrives, where each token is verified against the lists, and the families confirm the receiving of the ration.



Ration Distribution

After the verification of all tokens, ration packages are distributed amongst all families in a dignified manner, ensuring utmost respect to all.

KEY OUTCOMES / IMPACT

While the real impact of the flood operations came from bringing back a sense of safety, security and dignity to the thousands of affectees, the project was also highly impactful in terms of the numbers Rizq was able to achieve with the support of the donors, partners, and volunteers.

Some of them are as follows:

PKR **670,000,000**
total fundraised amount

137,845
cooked meals served

26,106
ration packages distributed

104,400
water bottles distributed

700,000+
kgs of aid disbursed

850+
volunteers mobilised

18
districts served

46 tons
animal fodder provided










Kitchen




World Central Kitchen
PAKISTAN

GEOGRAPHICAL IMPACT

Punjab:

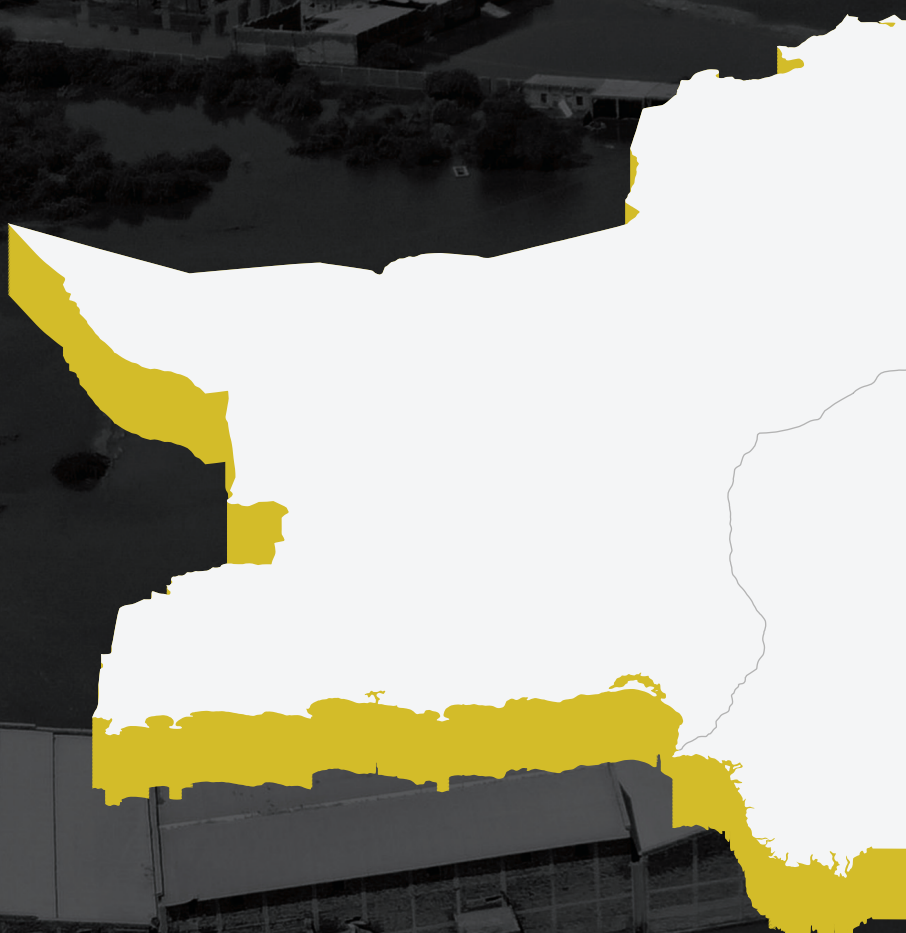
Lahore, Sialkot, Gujrat, Kasur, Burewala, Khanewal, Kabirwala, Alipur, Jalalpur Pirwala, Narowal, Hafizabad, Mandi Bahudin, Kot Momin, Midh Ranjha, Jhang

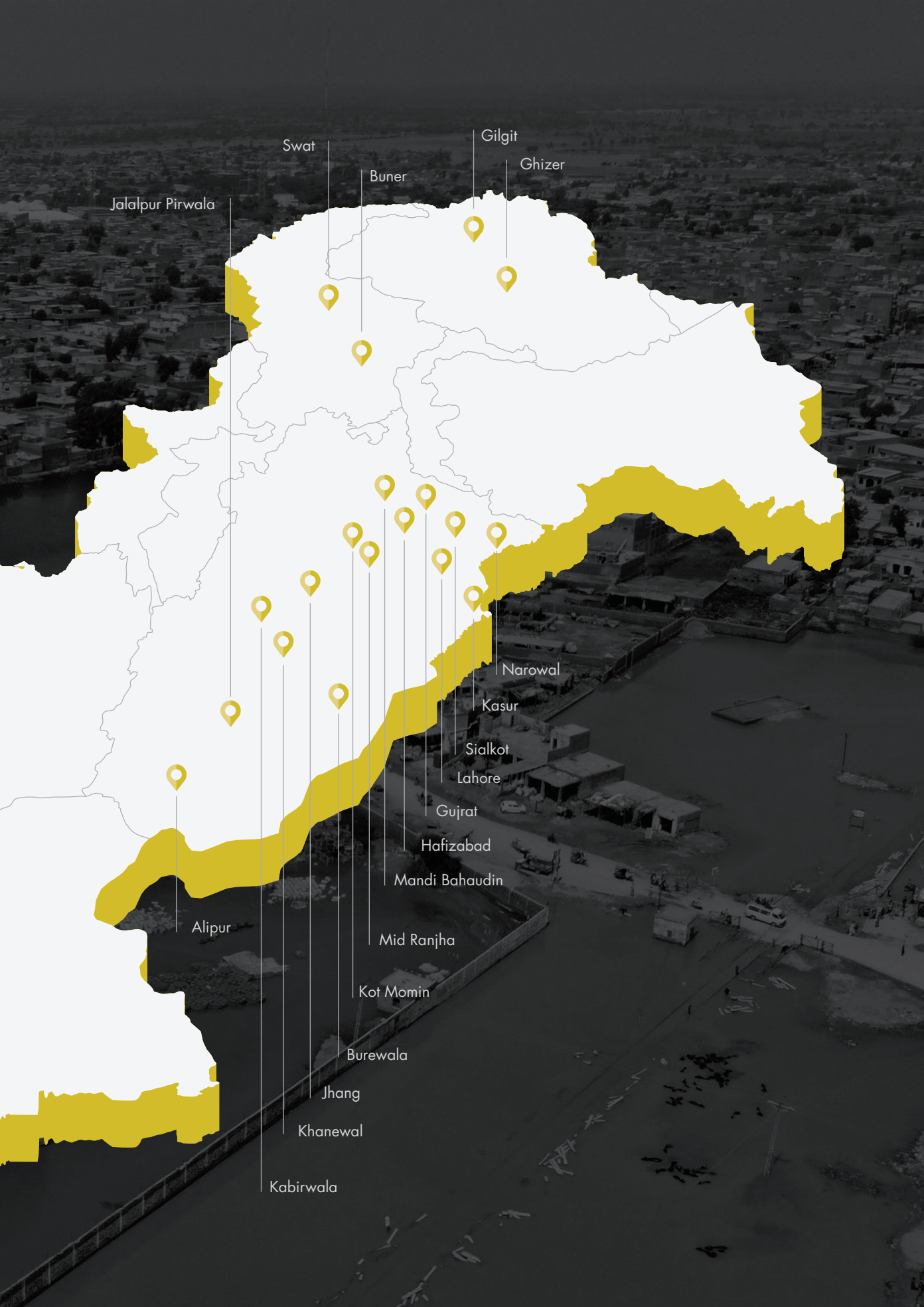
KPK:

Swat, Buner, Bajur

Gilgit-Baltistan:

Gilgit, Ghizer




Gilgit
Swat
Ghizer
Buner
Jalalpur Pirwala
Narowal
Kasur
Sialkot
Lahore
Gujrat
Hafizabad
Mandi Bahaudin
Alipur
Mid Ranjha
Kot Momin
Burewala
Jhang
Khanewal
Kabirwala

BEYOND RELIEF: RIZQ'S REHABILITATION MEASURES

After 2 months of relief activities spanning 20 districts in three provinces, Rizq moved towards long-term rehabilitation and empowerment of the affected communities. The aim was to not only revive their lands, livelihoods as well as homes, but also build capacity of the affectees to cope with future disasters.

In this regard, Rizq launched the "Seeding Good" campaign - an extension of its ongoing Kissan Dost Program (KDP) - in Bahawalpur and Khanewal. This campaign was aimed at rehabilitation of flood-affected agricultural lands by land-levelling and provision of zero-interest loans in the form of agricultural inputs to small-holder farmers. The farmers were provided with wheat seeds to help mitigate the impact on overall food insecurity in the country.

Additionally, five model houses were constructed and handed over to flood affected families in Jhang, providing a prototype for scaling up further.

1,150 acres
of land rehabilitated

1.09 million kgs
of wheat harvested

350
farmers supported

5
model houses developed





TESTIMONIALS



Fahad
World Central Kitchen

> The Rizq team has not only been extremely cooperative, but they've also demonstrated a high level of professionalism that makes them a preferred partner whenever we have to work in Pakistan. The team is extremely dedicated towards creating maximum impact.



Luqman Afzal
Monal Foundation

> We've been working with Rizq for almost a decade now, and their commitment to the cause of sustaining human lives continues to deepen with every passing project - especially calamities such as the floods. I am extremely proud to see Rizq continuously growing and expanding into new regions.

GALLERY











CONCLUSION



Floods and climate-related disasters have become far too common, especially for a country like Pakistan which is amongst the most vulnerable to climate change. Rising temperatures, glacial melting and unpredictable monsoons have all put vulnerable communities at a higher risk, specifically increasing threats of food insecurity.

Rizq has a history of operating thoroughly during disasters and pandemics like Covid-19, Floods 2022 and more, so the decision to mobilise when the floods hit was instant. Over the course of two months, the teams worked tirelessly, moving from one location to another, providing instant relief and conducting the required assessment for a long-term intervention.

The collective impact was massive in terms of geographical reach as well as the total number of individuals and families that were served with food, medical kits, shelters and rations. But the job had only just begun - the real task was to help affected families back on their feet by rebuilding livelihoods and communities stronger than ever before.

ACKNOWLEDGMENTS

Rizq would like to extend its gratitude to all of the partners, donors, and volunteers who trusted us with this project, and provided their support to help increase the scale of operations, and reach the maximum number of affectees.

A special thanks is presented to World Central Kitchen (WCK) for choosing Rizq as the official operational partner in Pakistan for the second time, building on the already established relationship from Floods 2022. With WCK's support, Rizq was able to quickly mobilise across different districts with a high level of efficiency. Additionally, the technical expertise that were provided by the representatives of WCK played a huge role in further training our volunteers and teams.

Additionally, Rizq would like to thank all of our partners, including - but not limited to: Global Medic, Zindigi by JS Bank, Coca Cola, Toni&Guy, Monal Foundation, CCI, Depilex, No Filter Coffee, Goraya & Sons, and Karachi Relief Trust.

Lastly, to every volunteer who left the safety of their homes to support our operations from packaging to distribution - your efforts have helped thousands return to a life of normalcy. To the Rizq teams and founders who worked tirelessly in ensuring smooth operations, thank you!

