

# Hidaya Foundation



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## **For Immediate Release:**

HIDAYA FOUNDATION PROVIDES RELIEF SUPPORT FOR CYCLONE AND FLOOD VICTIMS IN PAKISTAN. 07-18-2007

SANTA CLARA, CALIFORNIA, USA. July 18, 2007 – Hidaya Foundation (www.hidaya.org), a Santa Clara based 501(c)(3) organization, is at the forefront of relief efforts for the victims of the devastating floods caused when Cyclone Yemyin struck Pakistan in late June, 2007.

Heavy rains and flash floods have left over 1 million people homeless in the provinces of Balochistan and Sindh. Thousands of villages have been submerged in water, totally destroying the mud homes of residents in both provinces and washing away their crops. Poor farmers have no money for next year's crop/harvest preparations or household expenses, nor do they have any resources to repair and rebuild their homes.

Hidaya's response to support the affected victims has been swift and tireless:

- From the 50 Hidaya employees in Pakistan, 80% are involved in the relief effort
- As of July 18: Over 249+ metric tons of food supplies and tents have been purchased and are being distributed
- Within days of the devastating floods, Hidaya established first base in city of Shahdad Kot. Starting July 1, Hidaya began supplying hot meals to impacted families while simultaneously, registering over 2,000 impacted families so they can continue to be assisted once the reconstruction efforts begin. An equal number of families are still unreachable because of high flood waters, and Hidaya will continue the effort to reach them as soon as it is possible.
- A second base camp is also operational in Balochistan. On June 30, 2007, Hidaya directly contacted the Relief Commissioner of Balochistan to offer aid and assistance. On July 11, Hidaya's team delved deeper into the devastated areas of Balochistan to assess the situation on the ground and bring aid to the survivors. Based on our team's findings Hidaya initiated relief work in Kharan District on July 17.

In Phase I of Hidaya's relief efforts, food packages and tents are being distributed in affected regions of Balochistan and Sindh provinces. Each food package costs approx. Rs. 1,000 (approx. \$16.52) for 10-15 days supply of food (based upon a family of eight).

Despite the best efforts of Hidaya, as well as other non-profit and local government organizations, the flood disaster has had overwhelming long-term effects. There is a desperate need for continued and sustained rebuilding of the devastated infrastructure and facilities.

Hidaya Foundation requests all media institutions to give attention to this humanitarian crisis. Photographs of the situation on-the-ground and aid distribution are posted regularly on Hidaya Foundation's website ([www.hidaya.org](http://www.hidaya.org)). Donations are urgently needed to support the unfortunate amongst us throughout the globe.

Online donation (via Check or Credit Card):

[www.hidaya.org](http://www.hidaya.org)

Mailing address for check donations:

Payable to "Hidaya Foundation"

P.O. Box 5481

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Hidaya Foundation is a non-profit 501(C)(3) educational and charitable organization with FEIN #77-0502583. Your donations are tax deductible.

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