

# Sponsorship Programme

2010-2011

SPONSORSHIP PROGRAMMES



Friends of  
**BURNS CENTRE**

The life you are saving can be

**Yours**

Abdullah Feroz  
President Friends of Burns Centre



Healing with

Healing with  
**Care**



Honourable & Most Respected,

**SUBJECT: APPEAL FOR THE IMMEDIATE SUPPORT OF THE POOR AND NEEDY SEVERLY BURNED PATIENTS**

Recent race crimes, flooding, rains and other similar incidents in Pakistan have led to serious influx of electric and fire effected burns patients at the Friends of Burns Centre, Civil Hospital Karachi. We have more than 60 (20% - 80%) seriously burns patients, who need your IMMEDIATE help and support for survival.

Since 2005, the blessing of Al-Mighty Allah and your kind support made a big difference in the lives of the poor and needy burns victims/patients at the Friends of Burns Centre, CHK. Generous support from people and organizations like yours makes it possible for us to relieve the sufferings and provide free care and treatment to the indigent burns patients in Pakistan. Some of the key achievements are given below;

- 83,000\* patients received **FREE TREATMENT FOR BURNS INJURIES & ACCIDENTS**
- 8,000\* procedures have been performed **FREE OF CHARGE**
- 7,000\* precious lives have been saved through **FREE CARE & TREATMENT**
- 59% to 27%\*: Exceptional drop in mortality rates achieved through consistent quest for excellence

In view of your contributions towards humanity and social sector development activities, we are encouraged to approach you with the request to donate in general or through one or more of the following **Sponsorship Programmes** attached as **Annexure "A"**.

For more information, scheduling a visit at the Friends of Burns Centre or to arrange a meeting at your office, please feel free to contact me on details given below.

**May Allah bless you!**

Shoukat Iqbal Khattak  
Manager  
Marketing & Resource Development



For further details, please contact:  
Marketing & Resource Development Department  
Helpline: 92 21 32715475 /  
Mobile: 0300 8292921/ 0332-3497215  
Email: [marketing@burnscentre.org](mailto:marketing@burnscentre.org)



## SPONSORSHIP PROGRAMMES

## ANNEXURE A

For donor organization's appraisal and recognition in this kind effort, acknowledgement shall be made through name displayed at items, on the main entrance or key ward location, newsletter, promotional material, web, etc. Sponsorship/CSR/Philanthropic Support can be given in any form convenient for the donor.

### BE A FRIEND OF BURNS CENTRE

**Ordinary Membership: Rs. 1,000**

**Lifetime Membership: Rs. 10,000**

#### Benefits

- ✓ Share the limitless love and affection for your beloved ones (Late Father & Mother, etc.) through our different sponsorship options.
- ✓ Become part of a Life changing experience and a noble journey to save the indigent
- ✓ Be a symbol of hope by contributing your time and limited resources in the way of Al Mighty Allah, who has given you all what you have.
- ✓ Inspire others around you by inspiring yourself
- ✓ Be a part of all our activities dedicated to save humanity. Our activities include fundraising events, awareness campaigns, corporate & PR networking opportunities, CSR acknowledgement initiatives, etc.
- ✓ Each Lifetime Membership Fee = Free Treatment and Care of 01 Burns Patient
- ✓ Membership Fee can be paid as one payment or 10 monthly instalments of Rs. 1,000 only



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## SPONSOR A LIFESAVING DRUG

### Statement of Need

The lifesaving drugs given below serve as a first line of defence and prove as a lifeline for the patients admitted to the Intensive Care Unit at the Friends of Burns Centre. They are the key to the burns patient's/victim's journey to recovery and fight for survival.

Thanks to our friends from Pharmaceutical Industry, whose kind support enables us in the procurement of medicine and lifesaving drugs for the indigent Burns patients, however, substantial influx of patients caused by cases of domestic violence, hate crimes, race crimes, Child Abuse, acid burns incidents and other, shrinks the available resources.

### Description

The table given below entails the description of the required Lifesaving drugs.

Items Name	Application Category	Quantity Consumed		Cost Incurred	
		50ml Qty.	100ml Qty.	50ml Cost (Rs.)	100ml Cost (Rs.)
Albumin Injection	Protein Enhancer			4,400	8,400
Cost Incurred (Each Month)		83	83	366,667	700,000
Cost Incurred (Quarterly)		333	334	1,100,000	2,100,000
Cost Incurred (Yearly)		1,000	1,001	4,400,000	8,400,000
					<b>12,800,000</b>

Name	Category	Qty.	Cost
Vancomycin	Antibiotic		1,331
Cost Incurred (Each Month)		125	166,375
Cost Incurred (Quarterly)		500	499,125
Cost Incurred (Yearly)		1,500	1,996,500
<b>Total Cost Incurred (Yearly)</b>		<b>1,500</b>	<b>14,796,500</b>



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## SPONSOR A PATIENT

### Statement of Need

The Friends of Burns Centre is the largest and the only Burns Centre in Pakistan serving humanity only through CSR and philanthropic support. Each year, an average of 20,000 poor and needy burns patients receive **FREE OF CHARGE BURNS CARE & TREATMENT** at the Friends of Burns Centre, Civil Hospital Karachi. Despite limited resources, the Centre pursues every opportunity to relieve the sufferings of as many indigent burns patient as possible.

### Impact

To enable provision of free care and treatment to all our deprived Muslim brothers and sisters, we need generous support from both individuals and corporates. Through this Programme, the donors can add a **PERSONAL TOUCH** to their contribution. For donors, who are interested in sponsoring a patient/victims affected in a particular incident or in a case of domestic Violence, Hate Crime, etc. can also choose to do so through this programme. For corporate or philanthropic support, please contact the Marketing & Resource Development Department for details.



The female patient in the picture is being treated by the physiotherapist at the Friends of Burns Centre. Every year, thousands of females from slums and low-income group receive free treatment for injuries caused by fire, acid and electric.



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### Description

The table given below entails the description of treatment cost at the Friends of Burns Centre.

<b>PATIENT: BY CATEGORY</b>	<b>AVERAGE TIME SPENT BY PATIENT/S Months</b>	<b>TREATMENT COST Rs.</b>
<b>General Wards</b>		
Each Patient (03 Months Each)	3	8,000
Room Sponsorship (03 Patients x 03 Months Each)	9	24,000
Ward: 18 Patients (18 Patients x 03 Months-Each)	54	144,000
50 Patients (50 Patients x 03 Months-Each)	150	400,000
<b>Intensive Care Unit (ICU)</b>		
Each Patient (08 Months Each)	8	30,000
Room Sponsorship (03 Patients x 08 Months-Each)	24	90,000
Ward: 18 Patients (03 Patients x 08 Months-Each)	64	540,000
50 Patients (50 Patients x 08 Months-Each)	400	15,00,000



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## SPONSOR A STAFF

### Statement of Need

The staff members at the Friends of Burns Centre are dedicated to the cause of saving the life of those unprivileged burns patients, for whom the fight for survival goes beyond just recovering from physical injuries. The trauma caused by the burns injuries along with the excruciating pain creates a constant threat of a psychological and nervous breakdown. Due to the critical nature of the job, not every medical professional can take the heat or stress related to Burns Care & Treatment. It is the **Mighty Heart** of our dedicated staff that has given us the true inspiration and motivation to make a lifesaving effort. Hence, for the staff members directly involved with the care & treatment of burns patients, the job is truly a mission.



### Impact

The provision of such quality healthcare to the poor and needy burns patients rests on the devoted shoulders of our staff. Therefore, there is an imperative need to keep these missionary people devoted to the cause through mutual support.

The innocent girl on the right never knew that one day she would become the victim of the merciless fire caused by domestic negligence. The girl's only hope to live a normal life relies on your generous support.



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### Description

The table given below entails the description of recurring manpower resources required.

S.NO	DESIGNATION	No's.	MONTHLY SALARY / INCENTIVE (Rs.)	TOTAL MONTHLY SALARY / INCENTIVE (Rs.)
1	Senior Consultant	4	100,000	400,000
2	Medical Officer	12	25,000	25,000
3	Physiotherapist	1	15,000	15,000
4	Assistant Physiotherapist	1	7,000	7,000
5	Generator Operator	3	7,000	7,000
6	Aaya	4	8,000	8,000
7	Staff Nurse	20	14,000	14,000
8	Sweeper	12	7,000	7,000
9	ICU Technicians	20	9,000	9,000
10	Ward Boys	15	7,000	7,000
				<b>1,424,000</b>



This is not just a smiling face of one our burns patient but in fact it is the proud face of a triumphed team of people who worked beyond their strength to make this miracle happen.



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## SPONSOR A NEW PROJECT

**Project 1: Paediatric Intensive Care Unit (ICU)**

**Project Cost: Rs. 15,551,900**

### Statement of Need

In Pakistan, an estimated **72.9 Million people are living below poverty line**. For all these poverty stricken people who cannot even afford to eat, access to quality healthcare burns care & treatment facility is no more than a dream. In Karachi alone, approximately an average of **more than 40 children from low income groups die every year due to non-availability of Intensive Care Facilities for Burns Care and Treatment**. In the midst of prevailing disparity, the Friends of Burns Centre stands as the only sign of hope, life and equality. The Burns Centre is the only place in the country that provides **FREE** access to quality Burns Care & Treatment for the poor and needy patients.



### Impact

This project will not only enable us in the provision of emergency treatment but also improve mortality rates among infants and children. The total estimated cost of this project is Rs. 15,551,900, out of which Rs. 14,681,000 have already been generated with the help of our privileged corporate donors.



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### Description

The table given below entails the description of items required for the Paediatric ICU.

S. No.	Name	Quantity	Unit Cost*	Total Cost*
			Rs.	Rs.
1	Cash Cart Trolley	1	62,000	62,000
2	Flow Meter	6	7,000	42,000
3	Suction Machine Central	1	195,000	195,000
4	Overhead Warmer Resuscitation	1	245,000	245,000
5	ECG Machine	1	135,000	135,000
6	Nebulizer	3	7,500	22,500
7	Oxygen Hoods	5	8,500	42,500
8	Apnea Alarm	1	65,000	65,000
9	Laryngoscope	3	4,500	13,500
10	Ophthalmoscope	1	7,400	7,400
11	ENT Set	2	18,000	36,000
12	B.P. Monitor Manual	1	5,000	5,000
	<b>Total</b>			<b>870,900</b>



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## SPONSOR A NEW PROJECT

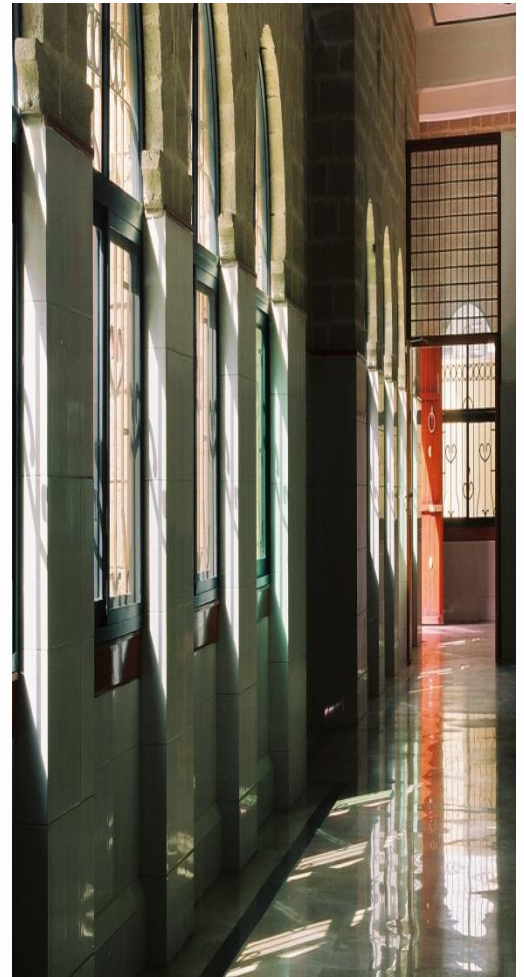
### Project 2: Chiller System (Male & Female Ward)

Estimated Cost: 17, 000, 000\*

#### Statement of Need

We religiously believe in **NO REJECTION & FREE CARE AND TREATMENT FOR ALL POLICY**, and therefore no patient is refused the chance of admittance, treatment and hope at the Friends of Burns Centre.

In recent years, increasing number of burn cases has led to extreme patient influx at the Centre. In case of over-capacity and emergency, patients are accommodated in the hospital corridors. Hence, the cooling system that is designed only to cater the designated hospital wards, additionally services a patient load that is beyond its actual operational capacity. This excessive overloading not only causes decrease in the cooling system efficiency but also hinders in the quick patient recovery along with substantial inconvenience and pain to the burns victims.



#### Impact

This project will play a key role in facilitating emergency patient influx, quick recovery and efficient bacterial/infection control in the open and over capacity situations. Its vitality rest on the concern that there is no other burns centre to cope up with an emergency situation. For details, please contact the Marketing & Resource Development Department.



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## BENEFITS TO SPONSORS

Our Sponsors receive national and international recognition as one of the Centre's valued supporters. Our Sponsors can also benefit from the Centre's numerous educational, awareness, co-branding, promotional and PR activities. In addition, they can also tap into our specialist knowledge and resources for enhancing the quality of burns care and treatment.

The Friends of Burns Centre is highly grateful to our Individual and Corporate Sponsors and is proud to offer the following benefits for full participation as a sponsor:

- ✓ Receive limitless reward by giving away limited part of your resources in the way of Al-Mighty Allah
- ✓ Serve the humanity in the best possible manner by saving the life of those poor and needy burns victims, who can't even afford to eat.
- ✓ Membership for the Friends of Burns Centre
- ✓ National and international recognition of your organization for supporting the work of the Friends of Burns Centre.
- ✓ Commemorative plaque or shield for display by the Friends of Burns Centre Sponsor's organization.
- ✓ Your organization's logo featured on our website with a link back to the organization's website.
- ✓ Friends of Burns Centre '**Insignia of Pledge**' icon to post on organization's website to identify as our Sponsor.
- ✓ Special recognition of Sponsor participants at Friends of Burns Centre's Conferences and Seminars.
- ✓ Inclusion in the upcoming Conference, Seminars, Publications, and promotional materials.
- ✓ Priority consideration for sponsorship of the upcoming monthly newsletter.

**\*Note:** All the estimates given above are subject to change and may vary due to market fluctuation. The estimates are based on financial data from the last 05 years. Please, contact the Marketing & Resource Development Department for any changes in the cost/price of Sponsorship Programmes.



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