



**TRUST FOR  
MALNUTRITION &  
STUNTED  
GROWTH**



**TRUST FOR MALNUTRITION  
AND STUNTED GROWTH  
ANNUAL REPORT 2024**

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# Our Partners



# VISION AND MISSION

## VISION

A malnutrition-free Pakistan, where every child receives the nutrition needed for healthy growth, cognitive development, and a prosperous future.

## MISSION

To eradicate malnutrition and stunted growth in Pakistan by providing nutritional interventions, healthcare support, and community education to ensure a healthier future for children and mothers.



## Message from the Chairperson

When the Trust for Malnutrition and Stunted Growth (TMSG) was founded, we embarked on a journey fueled by urgency and compassion. Our mission to combat the silent crisis of malnutrition in Pakistan was born from the recognition that no child should suffer the lifelong consequences of stunted growth or preventable hunger. Today, as I reflect on our collective achievements, I am humbled by how far we have come and inspired by the work that still lies ahead.

From our humble beginnings as a small initiative, TMSG has evolved into a nationwide movement. What started as a passionate collaboration between philanthropists and healthcare professionals has grown into a force for change, reaching the most vulnerable corners of Pakistan. This year, we mark a significant milestone: 100 clinics now operate under our care, providing life-saving nutritional support to 73,000 children under five and 10,000 mothers. These numbers are not just statistics they represent futures reclaimed, potential unlocked, and communities strengthened.

This progress would not have been possible without the unwavering dedication of our team, whose resilience and compassion shine through every initiative. I am particularly grateful for the exceptional hard work of our Executive Secretary Mr. Daniyal Saleem whose relentless commitment has been the backbone of our field operations. To our Board of Trustees, whose strategic guidance has steered us through challenges, and to our donors, whose generosity sustains our programs thank you. Equally vital has been the steadfast cooperation of government hospitals, whose partnership has enabled us to scale interventions and reach those most in need.

Our Ready-to-Use Therapeutic Food (RUTF) distribution, community outreach, and awareness campaigns have become lifelines for families. But our work does not end here. As we look to the future, we are determined to expand our reach to underserved regions, prioritize preventive care through maternal education, invest in technology for real-time malnutrition tracking, and amplify advocacy to influence national policies. These steps will ensure our solutions remain sustainable and equitable.

To the communities we serve your resilience inspires us daily. To our stakeholders your trust reminds us that accountability and transparency are non-negotiable. And to every individual who has contributed to this mission know that you are part of a movement far greater than yourselves.

While we celebrate progress, we are acutely aware of the road ahead. Millions of children in Pakistan still face malnutrition, and climate shocks, economic instability, and inequitable access to resources compound this crisis. But we will not waver. TMSG renews its commitment to innovate, collaborate, and advocate. Together, we will build a Pakistan where malnutrition is no longer a barrier to human potential. With profound gratitude and unwavering resolve,

**Aziz Memon – Chairperson**

## Message from the Co-Founder



When we began the journey to establish the Trust for Malnutrition and Stunted Growth (TMSG), it wasn't just a project, it was a promise. A promise to every child in Pakistan suffering silently from hunger, stunted growth, and preventable illness. A promise that we would not stand by while lives and futures were being lost to something as solvable as malnutrition.

As a proud Rotarian and humanitarian, I have seen how compassion, when paired with commitment, becomes a powerful force for change. Through our Rotary Club of St. Catharines South, and in close collaboration with the Rotary Club of Karachi, we laid the foundation for what has now grown into a nationwide movement.

In 2024, TMSG operated 100 clinics and supported over 73,000 children and 10,000 mothers. These are not just numbers; they represent lives saved, futures reclaimed, and communities given a second chance. Behind every statistic is a story of resilience, courage, and hope.

This progress would not have been possible without the relentless dedication of our field teams, our trusted partner NGOs, and the unwavering support of donors and allies across the globe. I extend my heartfelt gratitude to the Rotary Clubs of Karachi and Sacramento and to our Canadian partners: Humanity International, International Development and Relief Foundation (IDRF), Yousaf Haj Ahmad Family Trust, Hope Foundation, and the Tabish Taufiq Initiative. Each of these organizations has become a pillar in our fight against malnutrition. Their generosity is not just felt it is measured, reported, and celebrated through the thousands of lives their support continues to transform. They are, without question, a blessing for TMSG.

Yet, our work is far from over. Millions of children in Pakistan still remain trapped in the cycle of undernutrition and poverty. As we move forward, we must scale our reach, prioritize prevention, and continue to push for meaningful policy reform. Our vision is bold but unwavering: a Pakistan where no child is too weak to learn, too hungry to grow, or too malnourished to survive.

To those who have walked this path with us thank you. And to those just discovering our mission I invite you to join us. Because saving a child from malnutrition is not an act of charity it is a moral responsibility. And together, we can fulfill it.

With hope and determination,  
Najeeb Syed

**Co-Founder, Trust for Malnutrition and Stunted Growth**

**Chairman, International Service Rotary Club of St. Catharines South**

TMSG



## History and Organizational Overview

Founded in 2018 by the Rotary Clubs of St. Catharines South (Canada) and Karachi, the Trust for Malnutrition and Stunted Growth (TMSG) emerged from a shared concern for Pakistan's severe malnutrition crisis. Driven by Rotary's values, the founders combined resources to focus on reducing malnutrition in young children and mothers.

TMSG's early years involved establishing operations in a challenging environment with fragmented health systems and poverty. Building trust, mobilizing volunteers, and engaging health professionals while securing funding and partnerships were key hurdles overcome by their commitment to child survival and collaboration.

Over time, TMSG grew into a nationally recognized entity, marked by a significant 2024 Memorandum of Understanding with UNICEF Pakistan, acknowledging TMSG as a strategic partner. This fostered closer collaboration on programs and policy. TMSG also strengthened ties with provincial health

departments, local governments, and organizations like Saylani Welfare Trust and Aga Khan University Hospital, expanding its role beyond service delivery to influencing national nutrition strategies. Crucially, TMSG earned community trust through its grassroots approach, cultural sensitivity, and transparency, leading to increased engagement with its supported clinics.

From its Rotary beginnings to its current national leadership, TMSG's journey highlights the impact of collaboration, resilience, and purpose-driven action, transforming lives daily. What started as a humanitarian response is now a leading force in Pakistan's fight against malnutrition, recognized for its strategic partnerships, scalable programs, and impact-driven philosophy. TMSG's evolution reflects the power of purpose-driven collaboration, with its future defined by the lives it continues to transform.

# CHAPTER 1



## BURDEN OF MALNUTRITION IN PAKISTAN

Pakistan grapples with a severe malnutrition crisis that is hindering its development. Despite being an agricultural nation, the country faces alarming rates of undernutrition in children and women due to poverty, food insecurity, poor healthcare, and misinformation. Key statistics reveal that 44% of children under five are stunted, over 30% are underweight, and 15.1% suffer from wasting, with rural areas showing higher wasting rates. Micronutrient deficiencies are also widespread, with over 50% of young children and women being anemic and 39% of children zinc-deficient. Exclusive breastfeeding rates are low at 38%. Consequently, nearly 10 million children are stunted, and over half are deficient in vitamin A, while 40% lack both zinc and vitamin D, and 62% are anemic. A staggering 80% of children don't receive adequate nutrition. This malnutrition leads to irreversible cognitive impairments, poor education, reduced productivity, increased susceptibility to infections, and weakened vaccine efficacy.



**TMSG**

## Gaps in the Current System

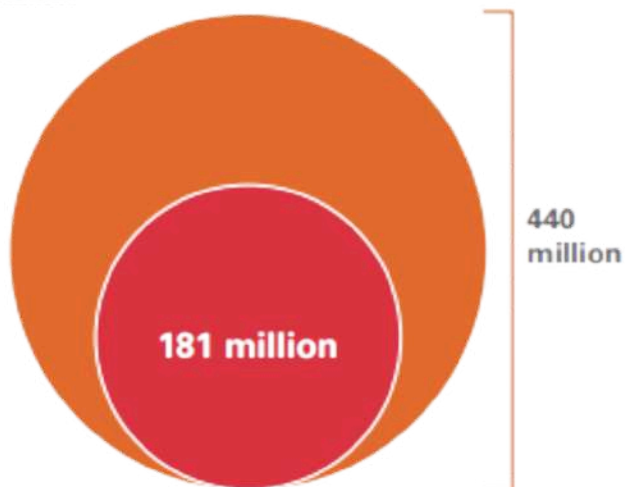


Despite efforts, Pakistan's nutrition response faces critical gaps. Weak infrastructure, underfunded programs, and a shortage of trained personnel limit the reach of public health services, especially in rural and low-income urban areas. Frontline workers often lack the skills for early malnutrition detection and management. Limited caregiver awareness and misconceptions hinder timely care-seeking, while normalization and stigma further impede access to support. Nutrition programs often operate in silos, disconnected from broader health services, and preventive measures receive insufficient investment. Weak data systems and referral mechanisms further hinder early identification and targeted response, leading to delayed diagnosis, inconsistent treatment, and high relapse rates



## How many children are experiencing child food poverty and where do they live?

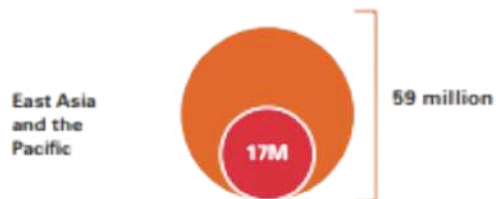
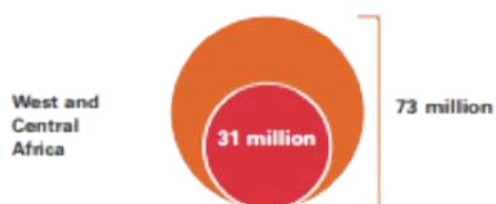
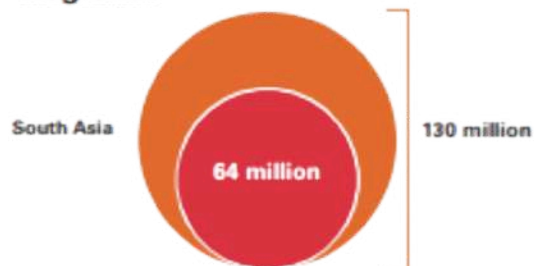
### Global



Globally,  
**440 million**  
children under 5 are living in  
child food poverty,  
of which

**181 million**  
children under 5 are living in  
severe child food poverty

### Regional



- Total child food poverty  
≤4 food groups
- Severe child food poverty  
≤2 food groups

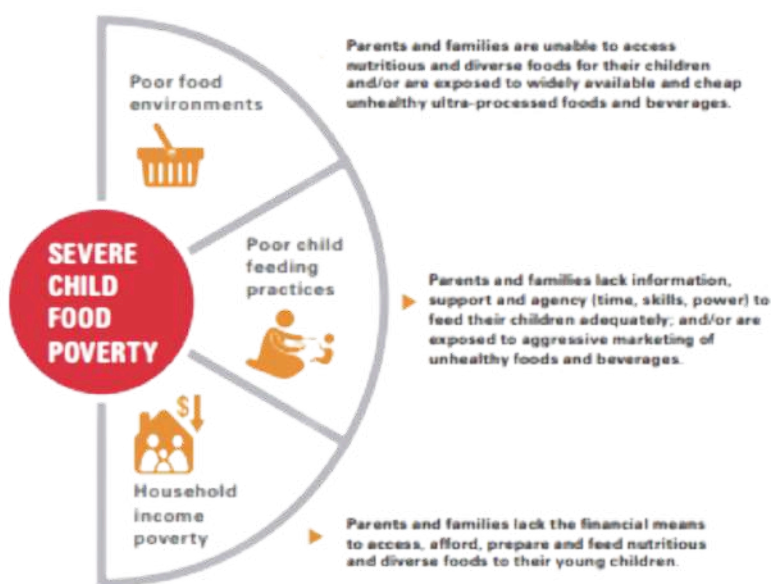


FIGURE 24: Three major drivers of severe child food poverty in early childhood

**Breastmilk, dairy and starchy staples dominate the diets of children living in severe child food poverty**

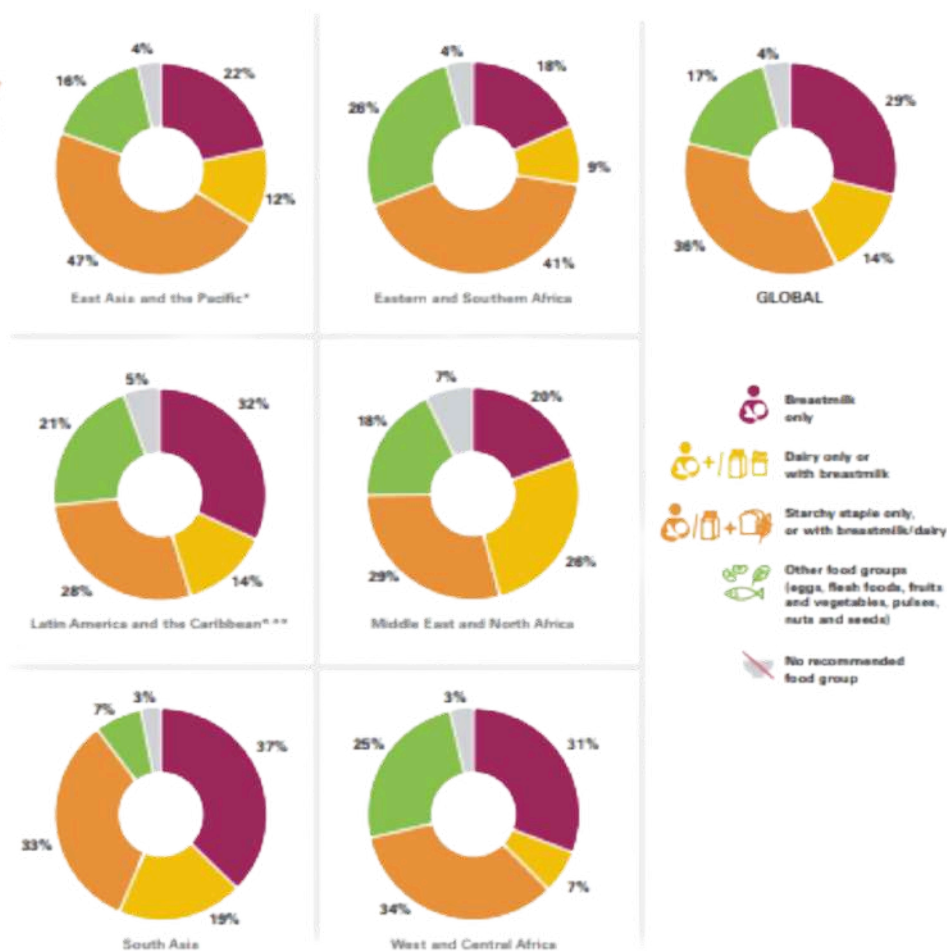


FIGURE 13: Diet content of children living in severe child food poverty, by UNICEF region and globally, 2022

Source: UNICEF global databases, 2023. \*To meet adequate population coverage, East Asia and the Pacific excludes China and Latin America and the Caribbean excludes Brazil. \*\*Interpret with caution; population coverage less than 50 per cent.

### Severe child food poverty affects 1 in 4 children, globally

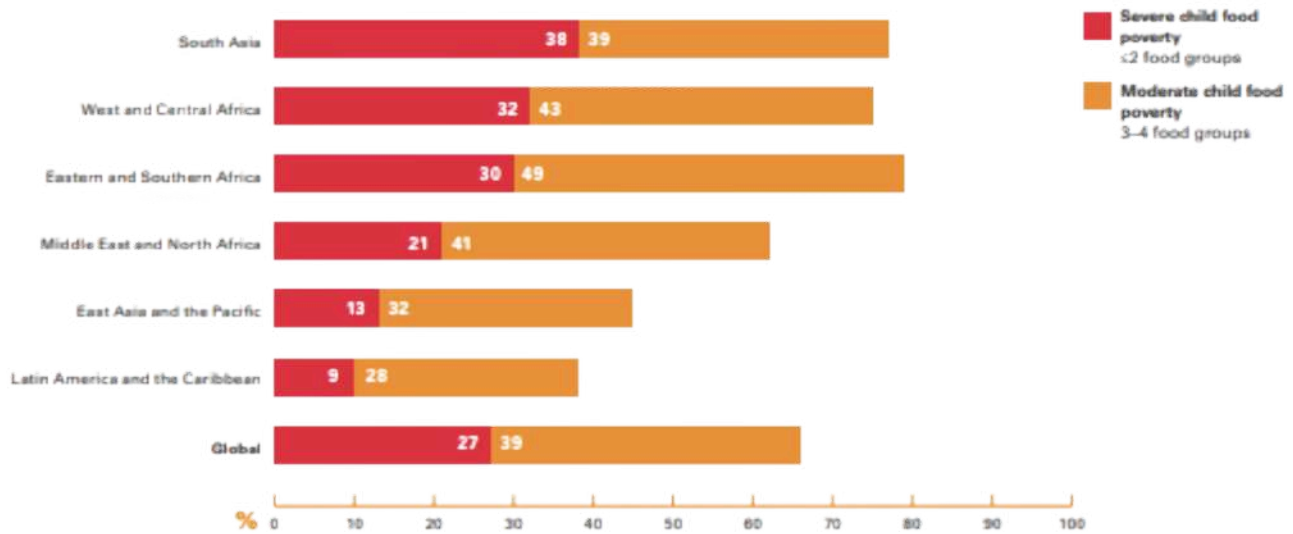


FIGURE 1: Percentage of children living in severe child food poverty and moderate child food poverty, by UNICEF region and globally, 2022  
Source: UNICEF global databases, 2023.

### Children living in severe child food poverty are rarely fed nutrient-dense foods

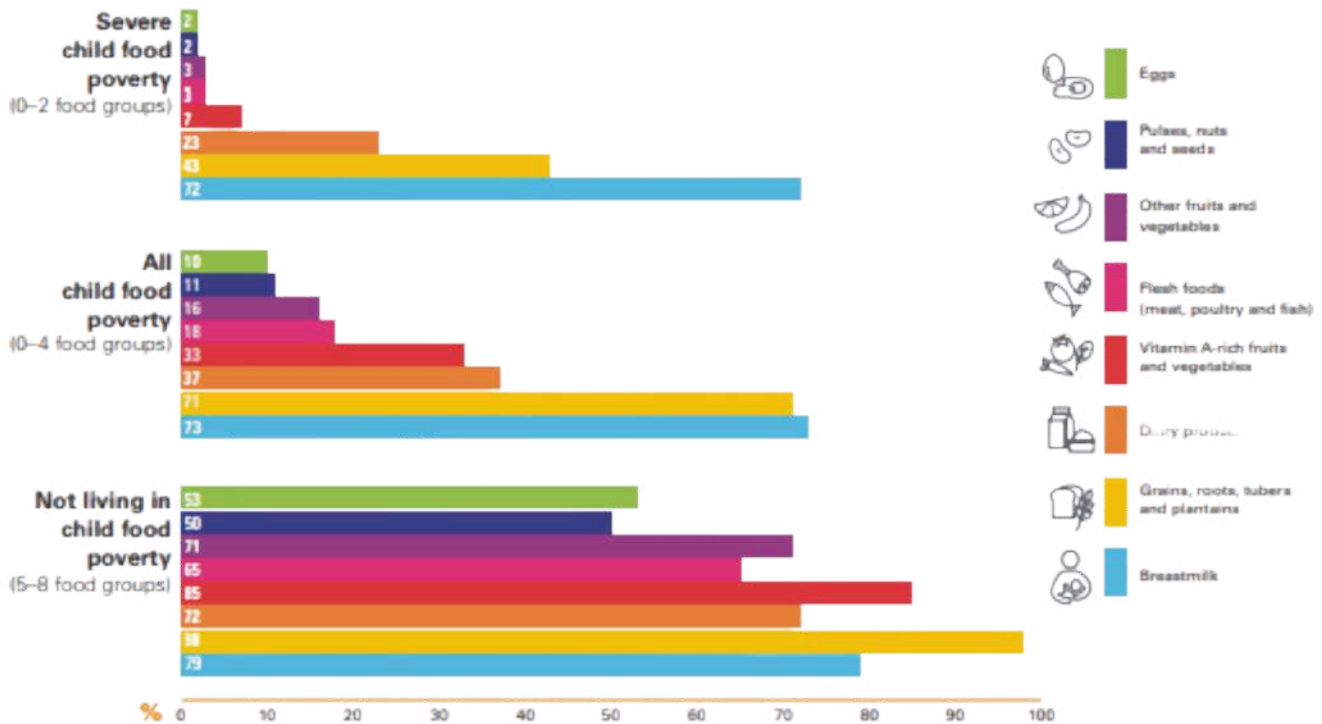


FIGURE 11: Percentage of children consuming food groups, by type and child food poverty status, 2022  
Source: UNICEF global databases, 2023.



## Need for Community-Centered, Nutrition-Focused Interventions

Addressing Pakistan's malnutrition demands community-based approaches that understand local contexts and foster trust. Effective outpatient treatment using RUTF, coupled with consistent follow-up, maternal counseling, and local health worker support, is crucial. Sustainable change hinges on empowering caregivers with knowledge about breastfeeding, nutritious meal preparation within their means, and early malnutrition recognition. Community engagement through education, hygiene promotion, and trusted local figures can change harmful norms and encourage timely care-seeking. Integrating nutrition with broader health services and WASH interventions is vital to break the infection-malnutrition cycle. A community-centered model ensures accessible, culturally relevant, and locally owned solutions.



## TMSG's Impact in Combating Child Malnutrition

Since 2018, TMSG has significantly impacted child malnutrition in Pakistan by:

- Treating over 73,000 children suffering from Severe Acute Malnutrition (SAM).
- Supporting over 10,000 pregnant and lactating women for healthier outcomes.
- Partnering with 100 clinics nationwide, equipping them for sustainable malnutrition care.
- Mobilizing over USD 1 million in funding through transparent operations.



### Transformation

Before

After



5.3 KG  
9.0 Cm



7.9 KG  
12.6 Cm

**Weight MUAC**

## Stories from the Field Hope and Recovery



### Ahmed's Journey:

Nine-month-old Ahmed, suffering from Severe Acute Malnutrition (SAM) in a remote village, was treated at a TMSG-supported clinic. With consistent RUTF therapy, he progressed to Moderate Acute Malnutrition (MAM) within two weeks, showing visible physical and emotional improvement, offering his community a symbol of hope through timely nutritional intervention.



### Umer's Transformation:

Born into poverty and showing severe malnutrition signs, baby Umer received comprehensive treatment at a TMSG-partnered clinic. His recovery, marked by steady weight gain and increased alertness, inspired his community to seek medical guidance and attend nutrition awareness sessions, demonstrating the ripple effect of targeted and compassionate healthcare.

### Salar's Progress:

Prematurely born and diagnosed with SAM at six months, Salar received intensive nutritional rehabilitation at a TMSG-affiliated clinic, including RUTF and micronutrient support. Monitored closely and with parental counseling, he regained weight and achieved developmental milestones, highlighting the transformative power of early detection, nutritional science, and sustained community-based care, proving malnutrition is treatable with timely and comprehensive support.



# Transforming Childhood Nutrition

## TMSG's Impact in 2024

In 2024, TMSG significantly scaled its child-focused interventions, achieving its most impactful year in combating malnutrition in Pakistan.

- Screening: 62,137 children were screened for malnutrition through clinics, outreach, and community initiatives, improving early detection.
- Diagnosis and Treatment: 53,059 children were diagnosed with malnutrition:
  - 30,685 with Moderate Acute Malnutrition (MAM) received RUTF and caregiver education.
  - 18,924 with Severe Acute Malnutrition (SAM) received intensive RUTF treatment with clinical oversight.
- Recovery and Discharge: 50,434 children fully recovered and were transitioned to affordable, nutritious home-cooked diets using 15 locally adapted recipes.
- Ongoing Care and Challenges: 7,143 children remained under active treatment. Sadly, 128 children died due to severe malnutrition, highlighting the need for earlier intervention.



Despite high recovery rates, TMSG mourns the 128 child deaths in 2024 due to severe malnutrition. These preventable tragedies, often caused by late care-seeking due to stigma, lack of awareness, or inaccessibility, underscore the urgent need for better community awareness, early detection, and referral systems, especially in remote areas. For TMSG, these losses are a call to intensify outreach and strengthen frontline networks to

TMSG



## Community Impact and Recognition

TMSG's community-centered approach empowers local actors to combat malnutrition, turning their "Turning Hunger into Hope" ethos into real recovery for children. Recognized for addressing a critical health obstacle, TMSG's transparency in directing donations builds trust and credibility. Their growing impact is seen in healthier families and communities, strengthened by partnerships and advocacy.





## Malnutrition-Polio Link

TMSG highlights the critical link between Pakistan's high rates of childhood malnutrition and the persistent challenge of polio. Malnutrition weakens children's immunity, making them more susceptible to infections and less responsive to vaccines, including the oral polio vaccine (OPV). Even fully vaccinated malnourished children may fail to develop immunity due to prolonged undernutrition and recurrent infections. The alarming rise to 48 polio cases in Pakistan in 2024, with 12 occurring in fully vaccinated children, underscores how malnutrition undermines immunization efforts. TMSG directly addresses this by improving child nutrition through RUTF therapy, maternal education, and community care, thereby enhancing vaccine efficacy and supporting broader goals of polio eradication and public health resilience.



## CHAPTER 2

### TMSG tackles malnutrition through a comprehensive strategy encompassing



#### Key Programs and Initiatives

- **Therapeutic Nutrition:** Providing life-saving RUTF for severely malnourished children in outpatient settings.
- **Clinic Empowerment:** Building capacity in local clinics for sustainable nutrition services.
- **Sanitation and Hygiene:** Promoting access to clean water and hygiene education.
- **Advocacy and Awareness:** Raising public awareness and influencing nutrition policies.
- **Integrated Health Solutions:** Collaborating to embed nutrition within broader health initiatives.

TMSG



## Need for Scalable, Sustainable Approaches

Pakistan's malnutrition crisis demands scaling high-quality, sustainable community-based interventions beyond pilot programs. This involves strengthening local clinics with trained staff and resources, utilizing digital tools for monitoring, and engaging local networks for trust and uptake. Systemic change is crucial, requiring the integration of nutrition into routine healthcare with dedicated policies and resources to build local capacity. The Trust for Malnutrition and Stunted Growth (TMSG) addresses this by providing community-focused solutions, including therapeutic nutrition, clinic empowerment, and grassroots awareness, aiming for both treatment and prevention through education and integrated health support for vulnerable families

# CHAPTER 3



## Public Health Integration

TMSG's efforts significantly contribute to public health by improving children's nutrition and immunity, thereby enhancing vaccine effectiveness and reducing childhood diseases like measles, diarrhea, and polio. Recognizing the link between malnutrition and vaccine failure, particularly relevant in Pakistan's polio eradication efforts where cases occurred in vaccinated children in 2024, TMSG's interventions support both individual health and broader disease control and population health goals



## Training Sessions with Doctors and Healthcare Providers



TMSG provides training for empowering its dispensing partners through its comprehensive training sessions. Our dispensing partners receive specialized guidance on nutritional interventions, malnutrition protocols, and the latest therapeutic approaches. By equipping doctors and frontline health workers with essential knowledge and skills, we ensure sustainable and effective care, directly enhancing the health outcomes of countless vulnerable children and mothers across Pakistan.





## Empowering Mothers, Nourishing Futures: Maternal Nutrition and Care in 2024

Recognizing the inseparable link between maternal and child health, TMSG expanded its maternal support in 2024, focusing on vulnerable pregnant and lactating women.

- **Therapeutic Nutrition:** 620 severely malnourished or anemic mothers received RUTF and medical supervision to improve their health and pregnancy outcomes.
- **Preventive Services:** 3,456 additional mothers received breastfeeding counseling, maternal diet awareness, and UNIMMAP micronutrient supplementation.
- **Sustained Engagement:** TMSG prioritized ongoing counseling on breastfeeding, infant malnutrition signs, postpartum nutrition, and dispelling harmful myths, facilitated by trusted community health workers.
- **Breastfeeding Support:** 656 dedicated breastfeeding counseling sessions equipped women with the knowledge and confidence for optimal infant feeding practices.



## CHAPTER 4

### Strategic Collaborations and Partnerships

A cornerstone of TMSG's success is its strong network of strategic partnerships with national and international organizations, amplifying reach, improving program quality, and ensuring sustainability.

**UNICEF:** A significant partnership formalized in November 2024 through an MoU in Karachi. This alliance aligns TMSG with global nutrition frameworks, enabling joint programming on early childhood and maternal health, community behavior change campaigns, and capacity building for frontline health workers. It also provides access to technical expertise, policy engagement, and evidence-sharing, enhancing TMSG's credibility and influence in combating child malnutrition and supporting SDGs 2 and 3.



# TMSG

## Humaniti International

Supports 32 TMSG clinics. In the past year, joint efforts screened over 62,000 children, diagnosed over 53,000 with malnutrition, and facilitated the recovery of over 50,000 through treatment and caregiver training. They also supported over 600 anemic and malnourished pregnant and lactating women and provided breastfeeding support to over 3,400 others.



## Saylani Welfare Trust

Leverages Saylani's extensive grassroots network to expand the reach of TMSG's nutrition and hygiene initiatives in underserved urban and remote rural areas.



## Aga Khan University Hospital (AKUH)

Provides technical support, clinical expertise, and training to enhance the effectiveness and quality of TMSG's interventions. AKUH also supports research and monitoring, ensuring evidence-based programming and high service delivery standards, adding credibility to TMSG's clinical work.



# TMSG

## Rotary Club

TMSG's foundational link to the Rotary Clubs of St. Catharines South (Canada) and Karachi (Pakistan) provides ongoing financial support, volunteer engagement, and strategic oversight. The global Rotary network offers access to professionals, donors, and development practitioners committed to humanitarian service and health equity.



## Allah Walay Trust (AWT)

A collaboration established in 2010, resulting in the joint operation of 23 clinics nationwide. This partnership combines AWT's community outreach expertise with TMSG's nutritional health focus to deliver critical services to vulnerable populations.



## International Development and Relief Foundation

With the generous support of IDRF, we are successfully operating 12 community-based clinics across Pakistan, dedicated to combating child and maternal malnutrition. Over the past year, these clinics have provided essential health and nutrition services to thousands of vulnerable children and women. Through IDRF's partnership, we have been able to deliver timely screening, treatment, and education to malnourished children, as well as provide critical support to pregnant and lactating women. This collaboration continues to make a meaningful impact in underserved communities, strengthening our shared mission of building a healthier, nourished future for all.



## Challenges & Lessons Learned from 2024

Despite significant achievements, 2024 highlighted key challenges: limited and inconsistent funding, cultural stigma and misinformation delaying care, and logistical constraints in service delivery, especially in rural areas with poor infrastructure and staff shortages.

In response, TMSG implemented adaptive strategies:

- Piloting private clinics in underserved regions for flexible service models.
- Expanding community education with a focus on maternal counseling and household awareness.
- Strengthening local partnerships with NGOs, traditional birth attendants, and community influencers to build trust and contextualize services



## Key Lessons Learned

Key to Success: Community, Advocacy, and Education

- **Community Partnerships:** Local engagement fuels outreach, ownership, cultural relevance, and sustainability.
- **Sustained Advocacy:** Engaging policymakers and civil society drives resource allocation and policy change.
- **Empowering Knowledge:** Combining treatment with caregiver education ensures lasting impact and prevents relapse.



## Walking with Dignity: Bringing Hope and Health to Barefoot Children

Trust For Malnutrition And Stunted Growth began its work in Mirpur Sakro, Sindh, by addressing malnutrition through the adoption of a local clinic.

During this engagement, we identified the area's severe poverty, where many children walked barefoot leading to harmful soil-transmitted diseases.

In response, and with generous support from our Co-Founder, Mr. Najeeb Syed, we launched the impactful Slipper Mission".

The initiative provided a pair of shoes to every child in the area, promoting health and dignity.



## Heartfelt Performance at National Academy of Performing Arts Karachi

In collaboration with National Academy of Performing Arts Karachi, Trust for Malnutrition and Stunted Growth hosted a moving theater performance inspired by Ibn-e-Insha's poignant poem, "Yeh Bacha Kiska Bacha Hai" vividly illustrating the distress and suffering caused by childhood hunger and deprivation.

The emotional performance resonated deeply with our supporters and donors, effectively bringing home the realities faced by the children we serve and renewing our collective commitment to their well-being.

Over 200 people attended the theater performance, including supporters, volunteers, and CSR representatives from various companies. The event was also covered by news channels and newspapers.



# TMSG Representation in International Marathon



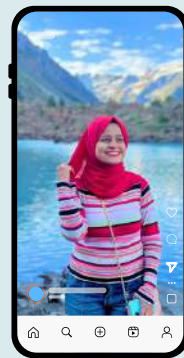
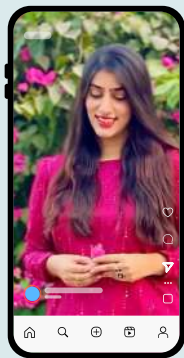
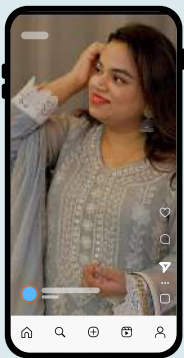
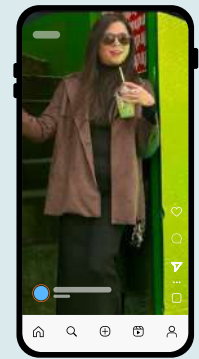
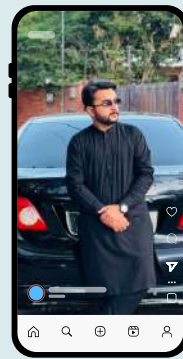
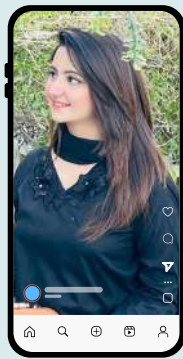
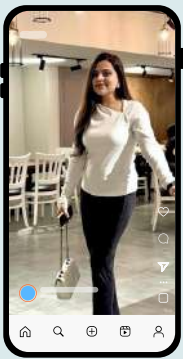
Internationally acclaimed International Marathon Runner Yousaf Malik and Our esteemed Journalist Of Pakistan Mona Khan proudly represented Trust For Malnutrition And Stunted Growth at an \*International Marathon Athens in Greece.

As active volunteers and Supporter , their participation elevated awareness of our mission globally, highlighting the urgent need to combat malnutrition . Their efforts highlighted our mission of promoting health and resilience globally.



## Youth Influencers Join TMSG to Fight Malnutrition

In 2024, TMSG partnered with young social media influencers to raise awareness about child nutrition, maternal health, and the malnutrition–polio link. Using engaging digital content, these advocates simplified health messages, encouraged early care-seeking, and challenged stigmas, extending TMSG's reach to younger audiences nationwide and promoting awareness and action on this critical issue.



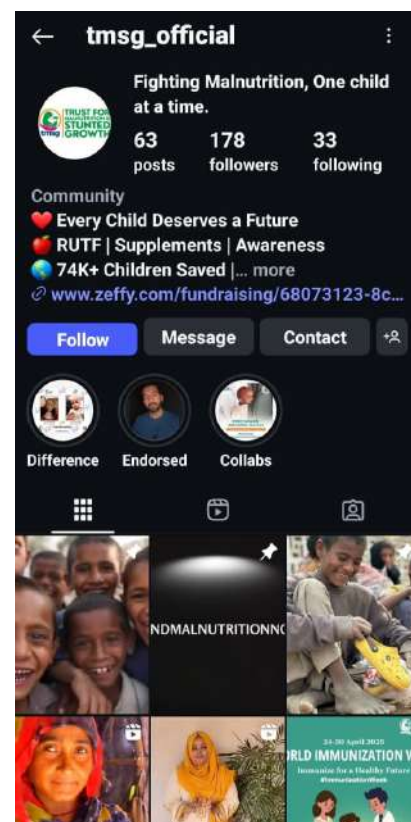
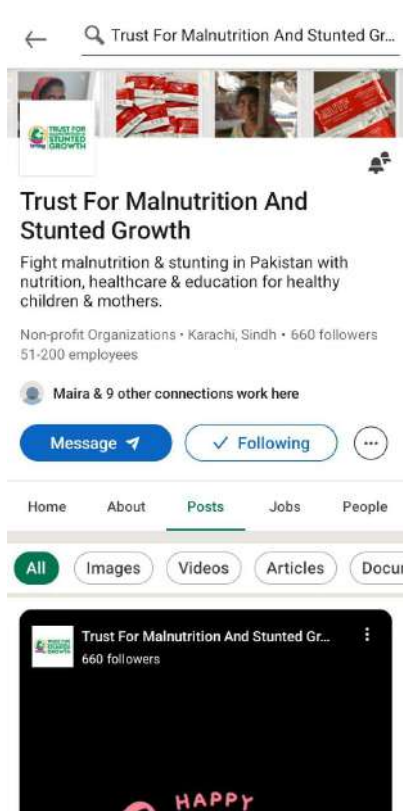
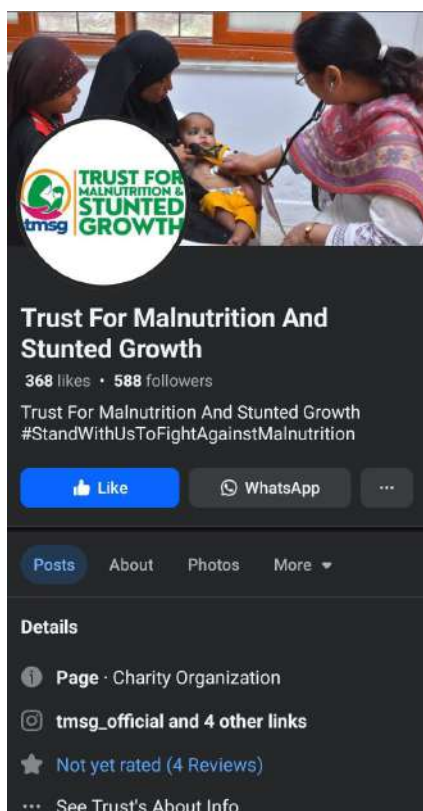
Javeria Irfan , Amna Hammad , Humna Khawaja ,  
Maryum Aneek , Bushra Arham , Hira Jawaid  
Aqsa Naveed , Shrishti Ochani , Taha Chouhan

## Stay Connected, Stay Informed

we actively engage supporters through our dynamic \*social media channels\* , (Facebook, Instagram, LinkedIn , Youtube, Newsletters) regularly sharing updates, success stories, and awareness campaigns.

Follow us, become a volunteer, or contribute generously your involvement amplifies our mission, extending life-saving nutritional support to more children in need.

Together, let's build a community dedicated to ending malnutrition and ensuring every child thrives.





**Every Child Deserves the Right to Live**



**TRUST FOR  
MALNUTRITION AND  
STUNTED  
GROWTH**

## Help Us Transform Lives - One Child at a Time

Malnutrition and stunted growth affect millions of children around the world limiting their health, education, and future. At TMSG, we believe every child deserves the opportunity to thrive.

### Your generous support helps us

- Provide life-saving nutrition and supplements
- Provide life-saving nutrition and supplements
- Fund vital research into the root causes and long-term impacts of stunted growth
- Support sustainable programs that empower communities
- Train local healthcare workers and educators

**100% of your donation goes directly to TMSG's programs, delivering life-changing nutrition and support to children in need.**

### With your generous contribution, you can make a life-saving difference

- For just \$10 a month, you can help restore the health of two severely malnourished children or four moderately malnourished children each year.
- A one-time donation of \$60 can completely rehabilitate a child in just 8 weeks with specialized therapeutic food.
- With \$120, you can provide essential care to a malnourished mother, ensuring her baby is born healthy and nourished.

**Every dollar you give goes directly to saving lives, with no administrative costs**

**DONATE NOW**



# Our Partners





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

## ***DONATE NOW***

**Bank Name**

Bank Alfalah

**Branch Name**

Main Branch 1.1 Chundrigar Road Karachi

**Title Name**

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