



# MOBILIZING DONORS FOR THE GREATER GOOD

CREATING SUSTAINABLE SOLUTIONS FOR POVERTY CHALLENGES THROUGH FOOTSTEPS BANGLADESH



# ORGANIZATIONAL BACKGROUND

Footsteps Bangladesh (Footsteps), founded in 2013, is a next-generation development organization that empowers communities to tackle community-specific problems through effective self-sustaining initiatives by designing ventures to address challenges related to health, the environment, and education in our communities. The organization aims to empower such communities by integrating social technology and knowledge capacity and achieving a vision where every community can be empowered to address these barriers independently and efficiently.

We design and implement social programs which empower people and communities in realizing their potential in addressing community challenges to overcome their poverty barriers. We focus on building community resilience through capacity development to create resilient communities free of donor dependency in the long run, the shackles of poverty, injustice and inequality.

## REGISTRATION

Registered under the Trust Act of 1886 (II-13-19), DNCC and Trade License Incorporation (0535346), 501c3 Registration under New York State Department (USA).

# WHAT DO WE DO?

## 01. PROGRAM DEVELOPMENT

This aspect is mainly to create and implement programs and initiatives which take a unique and sustainable approach in solving a major social challenge existing within our communities. The goal is to empower communities with resources and knowledge to address the particular social challenge independently and efficiently.



## 03. ADVOCACY DEVELOPMENT

This aspect revolves around innovatively organizing events, workshops, videos, and promotional materials to enhance awareness about specific topics and societal practices.

## 02. CHANGEMAKER DEVELOPMENT

This aspect concentrates on developing an array of skills, knowledge, and empathy among the youth to turn them into effective changemakers within and even beyond their society. The goal is to utilize the large pool of youth and turn them into responsible citizens who take effective action to solve social issues and stigmas.



## HOW DO WE WORK?

1. Establishing relationships with target community; understanding and exploring their challenges and designing solutions with local knowledge and experience.
2. Mobilizing implementation funding from CSR or donor agencies.
3. Conducting community level awareness building sessions and workshops to build value for solutions and programs.
4. Teaching the community financial and technical skills required to run solutions independently without further donor support.
5. Achieving community resilience in program sustainability.



## OUR CORE PROGRAMS



### PROJECT TRISHNA

Project Trishna is a holistic WASH program which empowers communities with safe water and sanitation access. The program customizes and implements WASH systems in communities, creates community awareness and value for WASH, and builds community capacity to maintain the given solutions on their own without further donor support.



### SHUSHASTHER ODHIKAR SHOBAR PROGRAM

Shushasther Odhikar Shobar is a holistic health program that works towards ensuring and improving quality of public health infrastructure and services, especially in last-mile communities. SOS intends to improvise and strategize traditional public health models along with innovative new models which makes healthcare services easily accessible and affordable for communities in vulnerable regions.



### DISASTER RESILIENCE PROGRAMME

The Disaster Resilience Programme concentrates on building community resilience to natural and social disasters. DRP focuses on improving critical aid capacity and deployment, rehabilitating affected livelihoods and building community resilience in the face of future disasters like floods, cyclones or disease outbreaks, without depending on further external support.



### PROJECT WECAN

Project WECAN works towards building environmental advocacy and integrating green energy and strategies within our communities. The program works towards creating a society that is concerned about promoting renewable energy sources such as solar, hydro, and wind while creating value for a green economy consisting of plastic recycling and pollution reduction schemes.



### PROJECT BRITTO

Project Britto works on improving livelihood of marginalized households, especially socially and physically disadvantaged individuals, through provision of skill, knowledge and capacity which promotes an individual's financial, social and economic wellbeing. The program serves as Footsteps' core poverty graduation initiative.





## WHY DONATE?

Donating to social initiatives serves as an essential catalyst for societal progress and human welfare. Your contributions to these causes create a tangible and lasting impact on communities worldwide.

By supporting initiatives focused on education, healthcare accessibility, poverty alleviation, environmental sustainability, and humanitarian aid, you actively participate in addressing systemic issues that affect vulnerable populations. Your donations provide crucial resources, such as funding for programs, infrastructure development, and essential services, empowering individuals to break free from cycles of poverty and inequality. Moreover, your support fuels innovation and research, driving solutions to complex global challenges. It signifies a commitment to social responsibility, demonstrating solidarity with those who face adversity and promoting a more inclusive and compassionate society. Donating not only offers immediate aid but also fosters long-term sustainability, creating opportunities for growth, development, and empowerment.

## WHY DONATE THROUGH FOOTSTEPS?

Since its inception in 2013, Footsteps Bangladesh has utilized the platform of donation and funding to bring impactful and innovative solutions to solve complex social challenges. From ensuring safe drinking water to improving public health services in the last mile, each project of Footsteps is designed with care not only to help empower communities in overcoming their poverty challenges for a lifetime, but also to ensure the presence of the funding entity's contribution in solving a community's social challenge. Incredible partners and donor organizations such as UNDP, BURO Bangladesh, Care Bangladesh, The Shawn Mendes Foundation, Planet Water Foundation, Just Peoples, and many more have not only trusted Footsteps with their donations but also have continued the partnership throughout the years due to the trust, commitment, and changes Footsteps brings to its dedication to solving poverty challenges. When it comes to trusting an organization with donations for social change, Footsteps is the choice in terms of quality, commitment, and impact.



## ENSURE SAFE WATER FOR CHILDREN IN SCHOOLS

Through Project Trishna, Footsteps' core WASH program, organizations are able to implement safe drinking water stations in primary schools, high schools and madrasas across Bangladesh. Trishna also teaches the school staff on how to maintain these stations both technically and financially after setup, ensuring that the school is able to sustain the solution without further donor support. As many children currently suffer from contaminated water sources in their schools, Trishna provides the perfect avenue for entities to fund a drinking water station which ensures safe drinking water for children in the school for a lifetime.



### Estimated Impact:

On average, 500 children will be impacted with the set-up of one drinking water station in one school

### Target Areas:

Dhaka, Narayanganj, Tangail, Gazipur, Tongi, Comilla, Lakshmipur, Chattogram, Kushtia, Munshiganj

### Project Cost:

**1,65,000 BDT/Trishna school drinking water station**

\*\*cost may vary in certain schools depending on number of children and quality of water



## ENSURING SAFE WATER IN HOSPITALS

The inaccessibility of clean drinking water for hospital visitors in Bangladesh is an inconvenience that can be observed in the statistics as more than 1490 hospitals are still unavailable to provide clean drinking water to their visiting patients and accompanying caregivers. Through Project Trishna, Footsteps' core WASH program, private corporations are able to implement safe drinking water stations in local hospitals, ensuring free and safe water access for medical staff, patients and their families within the premises of the hospitals.

### Estimated Impact:

On average, 800 patients, care givers, doctors and hospital staff will be impacted with the set-up of one drinking water station in one hospital.

### Target Areas:

Dhaka, Narayanganj, Gazipur, Kushtia, Satkhira, Chattogram.

### Project Cost:

**1,65,000 BDT/Trishna Hospital drinking water station**

\*\*cost may vary in certain hospitals according to location





# COMMUNITY WATER POINT- SOURCING PURE WATER IN THE LAST MILE

In rural villages especially in the coastal belt of Bangladesh the scarcity of pure water is very high. To acknowledge the persistent challenge of obtaining safe water Footsteps can create water points extracting water from depths of 1000 - 1200 feet. The primary objective of these community water points is to enhance the quality of life for villagers by providing consistent and reliable access to safe water through project Trishna. Trishna also teaches the community people on how to maintain these stations both technically and financially after setup, ensuring that the community people are able to sustain the solution without further donor support.



## Estimated Impact:

On average, 1000 community people will be impacted with the set-up of one Community Water Point.

## Target Areas:

Coastal areas of Bangladesh like- Noakhali, Lakshmipur, Feni, Khulna, Bagerhat, Cox's Bazar, Bhola, Barguna

## Project Cost:

6,20,000 BDT/lowland or coastal communities

7,50,000 BDT/with water treatment plant

\*\*cost may vary in certain locations depending on number of beneficiary and quality of water

# TUBEWELLS FOR A HEALTHIER TOMORROW

In rural Bangladesh, people from marginalized communities struggle to attain their daily water needs often depending on water sources like tube wells and PSFs, which are usually situated far away from their homes. Ultra-poor families, especially women, have to spend time and energy collecting water from distant tubewells, where an average of 4 hours is wasted every day to collect one to two jars of water. In response to this scenario, Project Trishna has created a model where donor individuals and organizations can help set up tubewells for ultra-poor families right in their homes. This reduces the time and energy burden on such families in collecting water and provides ownership to the families, hence ensuring a reliable source of water for their daily needs.

## Estimated Impact:

On average, a family of 5-8 people will be benefited directly 60+ people will be benefited indirectly from the setup of one tubewell.

## Target Areas:

Noakhali, Lakshmipur, Feni, Kurigram and Gaibandha etc.

## Project Cost:

19,000 BDT/Trishna Tubewell



## ENSURING SAFE WATER IN PUBLIC PLACES

Bangladesh is currently facing an unprecedented climate crisis as it experiences its hottest year on record. In Dhaka, this extreme heat has severely impacted lower-income communities, who are left vulnerable due to the lack of accessible public drinking water systems. To address the pressing water access issue in Dhaka, exacerbated by extreme heat and inadequate infrastructure, Footsteps through their core WASH project 'Project Trishna' proposes the establishment of safe drinking water stations in public spaces. This initiative directly targets marginalized communities such as rickshaw pullers, day laborers, and slum dwellers, who are most vulnerable to the shortage of clean water.

### Estimated Impact:

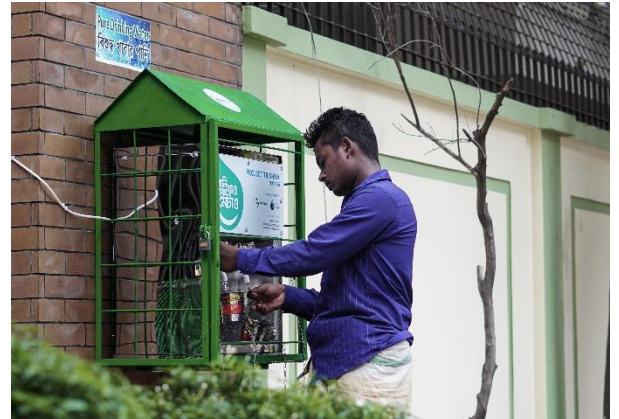
On average, 200 people will be benefited on a daily basis people from the setup of one public system.

### Target Areas:

Dhaka City

### Project Cost:

50,000 BDT/Trishna Public System



## PORTABLE TOILET

Access to clean and safe sanitation facilities is essential for maintaining public health and well-being. But traditional sanitation systems are often insufficient or inaccessible in densely populated and underserved areas. Studies show that inadequate sanitation contributes to the spread of waterborne diseases such as cholera, dysentery, and typhoid, affecting millions of people annually. Portable toilets provide a practical and immediate solution to these challenges by offering safe, hygienic, and accessible sanitation options in areas where permanent infrastructure is lacking. It helps prevent disease outbreaks, protect water sources from contamination, and improve overall hygiene conditions. Additionally, portable toilets enhance dignity and safety, particularly for women, children, and individuals with disabilities, by providing secure and private sanitation facilities.



### Estimated Impact:

This portable toilet is projected to benefit approximately a family of 4-6 people on a daily basis.

### Target Areas:

Noakhali, Lakshmipur, Feni, Kurigram and Gaibandha etc.

### Project Cost:

65,000 BDT/Portable Toilet



## DIGITALIZING RURAL PHARMACIES IN THE LAST MILE

NIMBUS, a project of our SOS Health Program, is an innovative healthcare initiative aiming to revolutionize access to medical care in the rural districts of Bangladesh through digitalization of rural pharmacies. By installing a digital setup, which includes computers, Wi-Fi router, testing devices, etc., backed with a medical software for inventory management and online doctor consultation, Nimbus builds the capacity and outlook of a rural pharmacy in providing quality and effective healthcare consultation and services to rural patients in their neighborhood.



### Estimated Impact:

NIMBUS is projected to benefit approximately 5,000 people through one pharmacy by enhancing their capacity to provide quality healthcare services

### Target Areas:

Noakhali

### Project Cost:

8,00,000 BDT/Digitalization of Rural Pharmacy

\*\*cost may vary depending on location and size of pharmacy

## ENSURING A PRIMARY HEALTH BOX IN EVERY RURAL HOME

Footsteps Bangladesh will launch a strategic initiative to provide customized medical first aid boxes to underprivileged households in rural communities. These boxes are designed to address prevalent diseases and provide essential tools and medicines for minor injuries such as burns, cuts, abrasions, insect stings, sprains, strains and common symptoms like fever, cough, sore throat, diarrhea, vomiting etc. This medical box is a big tool for emergency fighting against outbreaks too.

### Estimated Impact:

On average, a family of 5 will be directly impacted via the provision of one medical box ensuring primary healthcare at a household level

### Target Areas:

The project will be implemented, targeting specific areas in rural Bangladesh mainly Bandarban, Rangamati, and Khagrachari with a focus on areas hyperendemic for Malaria and diarrhea.

### Project Cost:

7,000 BDT/Medical Box for one family

\*\*cost may vary, depending on location





## ELECTRIC AMBULANCES ON THE MOVE

Footsteps aims to deploy Easy-bike Ambulances, which are solar-powered and cost-effective, to provide life-saving transportation for critical patients in the rural plains of Bangladesh. This initiative seeks to overcome the lack of adequate transport facilities, ensuring that patients can reach medical centers promptly for necessary treatment.



### Estimated Impact:

With the introduction of the Easy-bike Ambulance, we anticipate on average 1500 individuals will be impacted annually per Ambulance. We expect a reduction in emergency response times up to 50 percent.

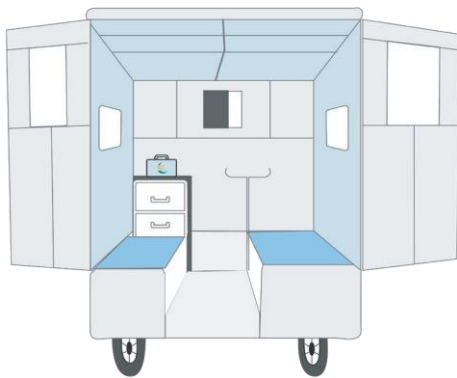
### Target Areas:

The service is specifically designed for the flat terrains of Sunamganj, Noakhali, Satkhira and Kurigram district.

### Cost of Per Ambulance:

6,75,000 BDT/ Electric Ambulance

\*\*cost may vary according to material pricing and project location



## HEALTH EQUITY FOR ALL

In Bangladesh, inadequate access to healthcare remains a persistent challenge, particularly in rural and underserved communities. Many people struggle with preventable and treatable diseases due to limited medical facilities, financial constraints, and a lack of awareness about basic health practices. Waterborne illnesses, respiratory infections, malnutrition, and maternal health complications are common issues, often exacerbated by poor sanitation and hygiene conditions. Additionally, limited access to healthcare professionals and essential medicines further restricts timely medical intervention. To address these challenges, Footsteps Bangladesh, through our **SOS Health Program**, will arrange medical camps in rural areas. These camps will provide essential healthcare services, including general check-ups, treatment for common illnesses, vaccination drives, and health education sessions.



These camps will provide essential healthcare services, including general check-ups, treatment for common illnesses, vaccination drives, and health education sessions.

### Estimated Impact:

On average, 250 people will be directly impacted with the set-up of one medical camp.

### Target Areas:

Noakhali, Lakshmipur, Feni, Cumilla etc.

### Project Cost:

1,50,000 BDT/Medical Camp

## SAVING ONE HEART AT A TIME

Many low- and middle-income families struggle to cover the operational cost of life saving surgeries of their loved ones, and ones that are able to are left in a tremendous financial burden due to the high treatment expenses. Through our SOS Health Program, a donor can contribute directly in saving a person's life by sponsoring their surgery costs. The sponsorship not only saves a person's life directly, but also saves their families from falling into poverty due to financial burden either from taking loans from relatives or spending all their savings on operations such as an open heart/bypass surgery.



### Estimated Impact:

The patient and his/her family are directly benefited from one open heart surgery sponsorship

### Target Areas:

Dhaka

### Project Cost:

**3,50,000 BDT/Open Heart Surgery for One Patient**

\*\*\*\*cost may vary due to transportation of patients from remote areas

## RESTORING HOMES, REBUILDING LIVES

Restoring Homes, Rebuilding Lives is our ambitious initiative under the Disaster Resilience Program (DRP) at Footsteps. Our mission is to transform vulnerable houses into resilient sanctuaries. We're not just building homes; we're building a foundation for lives. We want to create resilient communities where homes are the anchor of hope & safety. Let's write a story of recovery together, where each rebuilt home is a symbol of strength and resilience.

### Estimated Impact:

The target is to create safe homes for 5 people in a family by rebuilding one house.

### Target Areas:

All-over Bangladesh

### Project Cost:

**2,00,000 BDT/House Rebuilding**

\*\*cost may vary depending on location and size of house





## LIGHTING UP LIVES WITH SOLAR POWER

Despite remarkable progress in achieving nearly 100% electricity coverage, many rural homes still lack access due to financial constraints and challenging geography across Bangladesh. Through Project WECan, Footsteps is bringing solar power to these underserved areas, ensuring lighting, fans and other amenities for underprivileged households through the power of solar.

### Estimated Impact:

On average, a family of 5 people will be benefitted via one project implementation

### Target Areas:

Kurigram, Satkhira, Cox's Bazar, Teknaf etc.

### Project Cost:

38,500 BDT/ Solar implementation for one home



## SAFEGUARDING THE LIVELIHOOD THROUGH DRP RESILIENCE BAG



The DRP Resilience Bag is a waterproof and floating bag designed to safeguard important documents, electronics, and valuables during emergencies like floods and cyclones. This project proposes to distribute these bags in cyclone and flood-prone areas of Bangladesh. By partnering with Footsteps Bangladesh, we aim to provide a vital solution to such disaster victims while leveraging branding incentives to secure funding partnerships.

### Estimated Impact:

1 Family/bags

### Target Areas:

Flood and cyclone prone areas

### Project Cost:

BDT 7000/bag

\*\*cost may vary, depending on location



# CREATING LIBRARIES TO ENHANCE LIMITLESS LEARNING FOR CHILDREN

Under Project Britto, we are taking the initiative to establish libraries in schools across Bangladesh, addressing the essential knowledge requirements of students in government primary schools. Our strategy involves repurposing available rooms through extensive renovations to create fully functional libraries. By generously contributing to the establishment of the library, donors have the exclusive privilege of selecting a name for the library, whether it be their organization's name or that of a cherished individual they wish to honor. This chosen name will not only be an integral part of the library's identity but will also be prominently showcased on a steel nameplate.

## Estimated Impact:

On average, 500 children will be impacted through one library in their school

## Target Areas:

Dhaka

## Project Cost:

6,50,000 BDT/Library

\*\*cost may vary. depending on location, room size, and type of renovation



# PROVIDING ELECTRIC VANS AND RICKSHAWS TO ALLEVIATE POVERTY AMONG PEOPLE WITH DISABILITIES

As part of Project Britto, we have taken an initiative to distribute electric vans and rickshaws to individuals who have lost their means of livelihood due to disabilities. Our goal is to open up avenues for earning and support these individuals in rebuilding their lives through Project Britto.

## Estimated Impact:

On average, one disabled individual and his/her family members benefit from either an electric rickshaw or van provided

## Target Areas:

Dhaka, Kushtia, Noakhali, Lakshmipur, Kurigram, Nilphamari

## Project Cost:

70,000 BDT/Electric Van

90,000 BDT/ Electric Rickshaw

\*\*cost may vary depending on location and manufacturing costs





# PROVIDING SCHOLARSHIP TO TALENTED PUBLIC UNIVERSITY STUDENTS



As part of Project Britto, we have taken an initiative to provide scholarships to underprivileged talented students who secured their place in the public universities of Bangladesh. Through this scholarship program, Footsteps Bangladesh aims to provide comprehensive financial support to alleviate the burden of academic expenses for deserving students. Throughout this scholarship, Footsteps Bangladesh will cover all the academic expenses (including admission and dorm fee) for an undergraduate student for one year. By removing the financial barriers to higher education, we aim to enable talented students to focus wholeheartedly on their studies without the constant worry of financial instability.

## Estimated Impact:

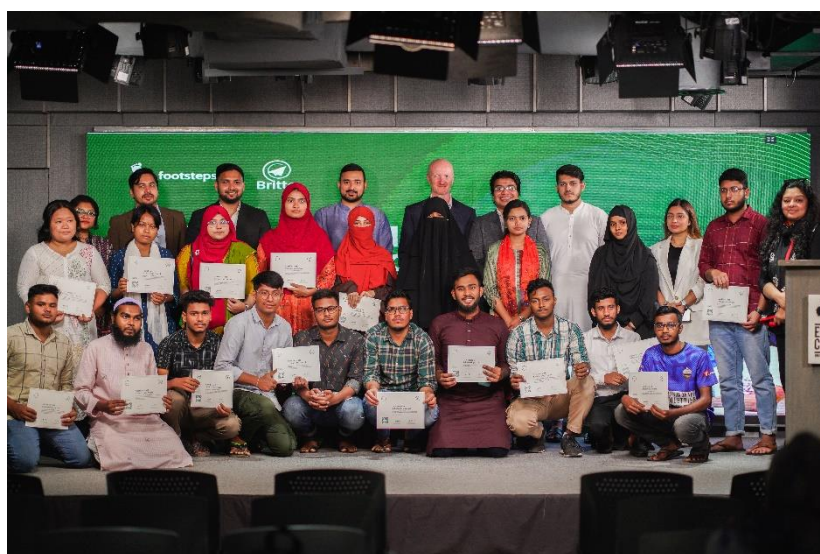
On average, one individual benefit from the scholarship provided.

## Target Areas:

All over Bangladesh

## Scholarship Amount:

50,000 BDT/Student



## IMPACT TILL DATE

**7,21,754** people empowered to overcome poverty barriers across Bangladesh



**4,59,248**

people empowered with water and sanitation solutions

**84,112**

people empowered through campaigns, humanitarian response and advocacy

**81,886**

people empowered with climate adaptation and mitigation solutions

**48,889**

people empowered with improved public health infrastructure and services

**47,618**

people impacted with skills, income and improved livelihoods

**2000+**

changemaker network actively working on improving local livelihoods

## BENEFITS OF MOBILIZING CSR WITH FOOTSTEPS

Projects designed to bring impact of lifetime

Enhanced branding opportunity at project sites improving visibility

Innovative approaches in tackling social challenges

Inclusion of diversified people for the betterment of the community

Human-centric approach enhancing community ownership of solution

Reliable and experienced in delivering CSR targets for partner entities





# VISION 2025

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As of 2025, we have set our fundraising goals which will ensure impact on the furthest of miles across Bangladesh.

## PROJECT TRISHNA

**60**

WATER FILTRATION  
SYSTEM IN SCHOOLS

**15**

WATER FILTRATION  
SYSTEM IN HOSPITALS

**100**

WATER FILTRATION  
SYSTEM IN PUBLIC AREA

**200**

TUBEWELL SETUP

**30**

PORTABLE TOILET

**25**

COMMUNITY WATER POINT

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## SHUSHASTHER ODHIKAR SHOBAR PROGRAM

**25**

SOS MEDICAL CAMPAIGN

**15**

SOS RURAL PHARMACY DIGITALISATION

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## DISASTER RESILIENCE PROGRAMME

**500**

PROVIDING DISASTER  
RESILIENCE BAG

**50**

REBUILDING HOUSES  
AFFECTED BY DISASTER

**200**

PROVIDING DRP  
PORTABLE FILTER

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## PROJECT BRITTO

**25**

CREATING CHILDREN'S  
LIBRARY

**30**

PROVIDING ELECTRIC  
RICKSHAW TO ALLEVIATE  
POVERTY AMONG PEOPLE  
WITH DISABILITIES

**20**

PROVIDING ELECTRIC  
VAN TO ALLEVIATE  
POVERTY AMONG PEOPLE  
WITH DISABILITIES

**100**

PROVIDING  
SCHOLARSHIPS TO  
STUDENTS TO SUPPORT  
FINANCIALLY

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## WECAN

**225**

SOLAR POWERED HOUSEHOLDS

# Pilot Implementation for 2025

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In 2025, Footsteps aims to implement a number of ambitious and innovative pilot projects which will take its mission a step further in empowering communities and changing livelihoods across Bangladesh.

## Resilience Development Center

The Resilience Development Center (RDC) is a state-of-the-art infrastructure which will both enhance the local economy and protect communities during natural disasters. The RDC comes with a dedicated market and training space, storage facility, disaster shelter, gender equity washrooms, and drinking water facility backed by a robust rainwater harvesting system. Farmers, fishermen and local entrepreneurs will be able to utilize the RDC to promote their products and services, and communities will be able to seek shelter in the RDC during natural disaster events like floods and cyclones.

## Solar Street Lighting

Under Project WECAN, the solar street lighting initiative will be able to provide lighting at night in last mile communities which often goes dark due to no street lighting in villages. The solar street lights will not only be able to improve economic and social activities at night in rural communities, but also reduce incidents of theft, criminal activities and injuries sustained due to absence of night lighting.

## Dhaka Vertical Garden Initiative

This initiative aims to utilize the pillars of flyovers, metrorail and elevated expressway in Dhaka city to create vertical gardens which will improve overall air quality, reduce dust pollution and absorb heat across the city. The infrastructure will also be used to collect rainwater for plant maintenance and emergency water supply support, and several sensors will be also placed for monitoring and maintenance of vertical gardens positioned across the city.

## Britto Sports Complex

A state-of-the-art multipurpose sports center which will be built in rural areas to promote sports activity amongst the youth. The Sports Complex will provide the necessary platform for young people dreaming to become high quality athletes in disciplines such as cricket, football, badminton, basketball, etc.

## Trishna Digital Advertising Public System

An enhanced version of Project Trishna's public system model which comes with a digital advertising board for brands and companies to showcase their advertisements. Revenue generated from the ads will be used to maintain water quality and system health in the long run.

## Making Rural Villages Clean and Pollution Free

Through Project WECAN, community clean up campaigns will be conducted in village marketplaces to create awareness on pollution and taking responsibility in keeping their own communities clean. Small scale waste management system, including waste collection, logistics and recycling, will be created to manage the waste in the rural communities targeted.



# OUR PARTNERS



# TESTIMONIALS AND RECOGNITION

“I was excited to get involved with Footsteps because I was so inspired by the way they design solutions with communities and solutions that will be sustainable for communities in the future.”

**Johanna de Búrca**  
CEO & Co- founder,  
Just Peoples



“Footsteps is run by a brilliant team which ensures that work is done with the highest quality. Their dedication will leave a huge impact globally.”

**Dr. Rubin Harvey**  
Professor of Medicine, University of Pennsylvania

# RECOGNITION

**MUHAMMAD ALI  
HUMANITARIAN  
AWARD 2024**



Forbes 30 Under 30  
2022 in Asia



**Energy Globe**  
The world award for sustainability

Energy Globe Award 2022



Energy Globe Award 2022



Marvel Influencer  
Award 2021



Recipient of the AFS Prize for  
Young Global Citizens in 2020



Recipient of the Diana Award  
for commitment to solving  
humanitarian challenges in  
2020

## GET IN TOUCH:

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