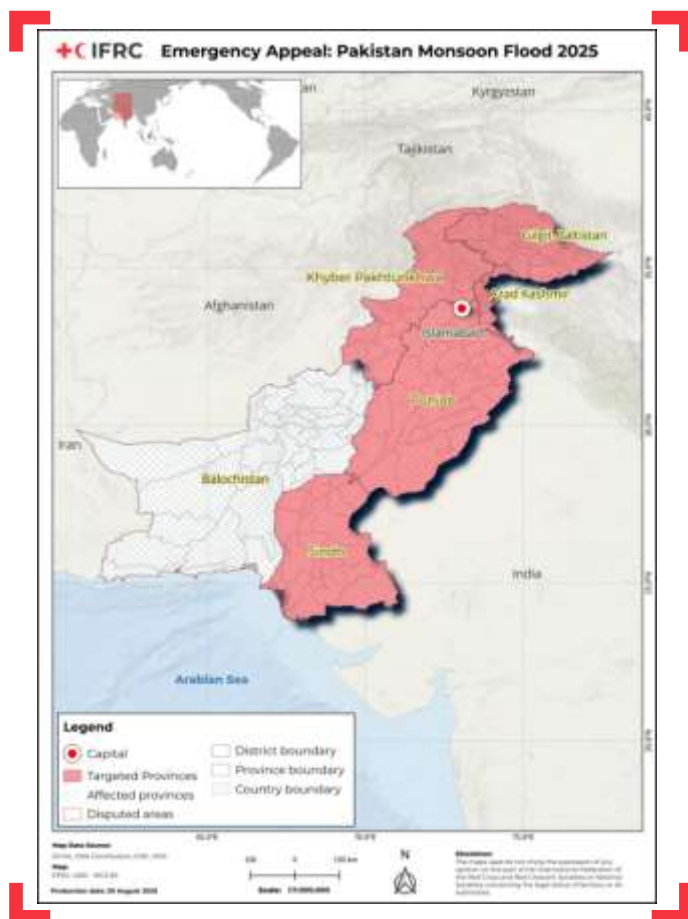




PRCS volunteers reach disaster-struck communities in Khyber Pakhtunkhwa district. (Photo Source: PRCS KP branch)

No: MDRPK028	IFRC Secretariat Funding requirements: CHF 16 million Federation-wide Funding requirements: CHF 17 million¹	
Glide No: FL-2025-000139-PAK	People affected: Approx. 1.5 million people	People to be assisted: 225,000 people (Secretariat) 250,000 people (Federation-wide)
DREF allocation: CHF 999,711	Appeal launched: 30/08/2025	Appeal ends: 31/12/2026

¹ The Federation-wide funding requirement encompasses all financial support to be directed to the Pakistan Red Crescent Society (PRCS) in response to the emergency. It includes the PRCS's domestic fundraising requests and the fundraising appeals of supporting Red Cross and Red Crescent National Societies (CHF 1 million), as well as the funding ask of the IFRC secretariat (CHF 16 million). This comprehensive approach ensures that all available resources are mobilised to address the urgent humanitarian needs of the affected communities.



According to the news, as of 28 August 2025, over one million people² in the country have been evacuated. KP is among the hardest hit provinces, accounting for over half of all fatalities, with widespread displacement and destruction of homes, health facilities, schools, and roads leaving communities isolated. Furthermore, GB has suffered deadly GLOFs, destruction of houses and bridges, and prolonged power and water shortages. AJK faces landslides, damaged water systems, and over 1,000 houses destroyed. In Punjab, flooding along the Sutlej and other rivers has killed 165 people and damaged nearly half a million acres of crops, threatening food security, while Sindh has so far recorded lower casualties. Urban flooding in Karachi and Hyderabad have caused deaths and service disruptions, as rural districts remain at high risk from Indus River overflows and upstream dam releases.

The scale of the destruction, combined with continued rains, underscores the urgent need for humanitarian support. Communities face acute shortages of safe water, food, shelter, and health services, while damaged infrastructure and persistent flooding hamper relief access. The floods also increased the risk of disease outbreaks in the affected areas. According to the Emergencies Disease Surveillance System (EDSS), cases of Acute Diarrhoea (AD) and Acute Watery Diarrhoea (AWD) are on the rise. A total of 1,700 cases of AD have been reported from KP province since 14 August in the affected areas. Cases of skin infections and malaria have also been reported, while a dengue outbreak has been declared in two affected districts of AJK. The Public Health Emergency Operation Centre (PH-EOC) has been activated at the national level. Given the high risk of secondary impacts, including disease outbreaks and further displacement, urgent response and sustained recovery support are critical to protecting the lives and livelihoods of the affected communities.

SITUATION OVERVIEW

Since 26 June 2025, relentless monsoon rains, intensified by climate change, have triggered widespread flooding, landslides, and Glacial Lake Outburst Floods (GLOFs) across Pakistan. According to National Disaster Management Authority (NDMA) reports, to date, at least 819 people have died, more than 1,100 have been injured, and over 63,000 people have been displaced, with hundreds of thousands more indirectly affected. The floods have damaged or destroyed nearly 9,000 houses, 658 km of roads, 238 bridges, and 6,138 livestock, severely impacting mobility, livelihoods, and access to basic services. The NDMA forecasts continued heavy rainfall until at least 10 September, with risks of further flooding and landslides in Punjab, Khyber Pakhtunkhwa (KP), Azad Jammu and Kashmir (AJK), Gilgit Baltistan (GB), and Sindh.

TARGETING

This Emergency Appeal aims to provide immediate relief, recovery, and rehabilitation assistance to the most affected households in 23 districts across five provinces: Khyber Pakhtunkhwa (KP), Punjab, Sindh, Gilgit Baltistan

² [Pakistan evacuates a million people as farming belt hit by worst floods in decades | Reuters](#)

(GB), and Azad Jammu and Kashmir (AJK). The target is 225,000 people, or approximately 32,000 households, with the IFRC Secretariat funding ask focused on supporting livelihoods, Multi-purpose Cash Assistance (MPCA), Water, Sanitation, and Hygiene (WASH), health, shelter, Disaster Risk Reduction (DRR), migration, and Restoring Family Linkages (RFL) services.

The targeted population will be identified through a detailed needs assessment in coordination with Provincial Disaster Management Authorities (PDMAs), local branches, and community leaders. Priority will be given to:

- i. Households with fully or partially destroyed homes.
- ii. Female-headed households (widows, single mothers, pregnant and lactating women).
- iii. Child-headed households.
- iv. Families with children under five, elderly persons, or persons with disabilities.
- v. Extremely low-income households or those who have lost their main livelihoods (daily wage earners, smallholder farmers, livestock keepers).
- vi. Displaced families and migrants living in makeshift shelters, schools, or with host families.
- vii. Communities facing acute health and WASH risks due to poor water and sanitation access.

Special attention will also be given to remote and cut-off valleys in KP, Neelum Valley, and the highland districts of GB, where access constraints leave families underserved and at heightened risk. Support will also target migrants and refugees residing in the affected districts, including women, men, children, the elderly, and Persons with Disabilities (PWDs).

This approach ensures that MPCA, WASH, and health interventions are delivered to those least able to recover without support, while reinforcing accountability targeting Khyber Pakhtunkhwa (five districts), Punjab (10 districts), Azad Jammu and Kashmir (two districts), Gilgit Baltistan (two districts), and Sindh (four districts).

PLANNED OPERATIONS

Through this Emergency Appeal, the International Federation of Red Cross and Red Crescent Societies (IFRC) aims to support the Pakistan Red Crescent Society (PRCS) in scaling up its response to the ongoing monsoon floods. The strategy is centred on immediate relief, together with livelihood recovery and community resilience aspects to be covered over a 16-month timeframe.

Integrated Assistance

(Shelter, Livelihoods, and Multi-purpose Cash)

The initial Rapid Needs Assessment (RNA) information highlights the need for emergency shelters, livelihood support, and preparation for the upcoming winter. The PRCS will therefore provide support to affected communities to restore their livelihoods through MPCA, targeting the most vulnerable flood-affected families, including migrants and Internally Displaced Persons (IDPs) in the affected districts to address their immediate and early recovery needs. Once floodwaters have receded, the PRCS will focus on cash-for-work activities to support community rehabilitation. Over the 16-month operation, the PRCS plans to deliver the following assistance:



- **Multipurpose Cash Grants:** Unconditional cash grants will be distributed to flood-affected households, including migrants and IDPs, to meet immediate needs such as food, shelter, and basic supplies.
- **Cash-for-Work Programmes:** Post-flood, the PRCS will initiate cash-for-work activities to support community rehabilitation and restore livelihoods, particularly for those who lost crops and livestock, which are critical income sources for rural communities.

- **Winterisation Kits:** To prepare for the upcoming winter, the PRCS will provide winterisation kits (blankets, tarpaulin sheets, and kitchen sets) to ensure that families in affected areas remain protected from imminent harsh weather conditions.



Health & Care including Water, Sanitation, and Hygiene (WASH)

(Mental Health and Psychosocial Support/Community Health)

The PRCS has prioritised holistic health interventions in its flood response for the five affected provinces in the country. Ambulances and trained volunteers have been deployed to provide First Aid (FA), referrals, and Psychosocial Support (PSS), alongside search and rescue operations. Community volunteers will be trained in Epidemic Control for Volunteers (ECV) and deployed to villages to help reduce the risk of disease spread.

To address rising dengue cases and strained health services in flood-affected areas, the PRCS will support affected communities with Primary Health Care (PHC) services through the deployment of Mobile Health Units (MHUs). The MHUs will deliver basic medical consultations, direct immunisation service delivery, health promotion messages, Mental Health and Psychosocial Support (MHPSS) and Psychological First Aid (PFA). Given the endemic risks of polio, measles, malaria, dengue, and cholera, the PRCS will prioritise prevention of these communicable diseases. In addition, Epidemic Preparedness and Control in Communities (EpiC) and Epidemic Control for Volunteers (ECV) training sessions will be delivered to local volunteers to help authorities in strengthening community-based epidemic response.



Cash for Health (CfH) assistance will be provided to eligible pregnant women in affected districts through a Financial Services Provider (FSP) to support access to nearby Reproductive, Maternal, Newborn and Child Health (RMNCH) facilities, and the purchase of necessary medicines and nutritional supplements. This intervention will complement the government's existing healthcare response and reduce morbidity and mortality by addressing the special health needs of children and women of adolescent and reproductive age.

Community health awareness will focus on health, hygiene, and disease prevention, particularly water and vector-borne diseases, alongside the provision of mosquito nets to reduce cases of dengue and malaria. Flood-affected communities will be empowered through First Aid training and kits. Psychological first aid will be provided to support flood-affected communities, together with first aid training and kits to equip households with essential skills and tools. Trained volunteers will deliver community awareness sessions on health promotion and disease prevention to mobilise affected communities, while ongoing assessment and coordination with other stakeholder will support the resilience of long-term health facilities.

In the recovery phase, the PRCS will rehabilitate damaged health facility infrastructure and restore functionality by providing basic medical equipment in the targeted districts, in coordination with health authorities.

Water Sanitation and Hygiene (WASH)

The PRCS will improve access to safe water, hygiene, and sanitation through the deployment of water purification and filtration plants, distribution of jerrycans and household hygiene kits (including dignity kits), construction of

emergency latrines, and hygiene promotion campaigns to improve hygiene practices and reduce health risks among affected communities. In the initial phase, the WASH response will prioritise immediate needs, while ongoing assessments will guide the transition toward early recovery and rehabilitation of damaged WASH infrastructure in the targeted areas.

Protection and Prevention

PGI and CEA

Protection, Gender, and Inclusion (PGI) and Community Engagement and Accountability (CEA) will be integrated throughout the emergency response and recovery, promoting dignity, access, participation, and safety for all, with a focus on the most vulnerable, including women, children, PWDs, older people, and other vulnerable groups. PGI will be mainstreamed across health, WASH, and cash interventions, supported by trained staff and volunteers, accessible facilities, safe spaces, and referral pathways.

CEA will strengthen accountability through community awareness, participation, feedback, and complaints mechanisms, ensuring that diverse voices guide decision-making. Together, PGI and CEA will promote inclusive, safe, and accountable humanitarian action that respects cultural sensitivities and builds community trust.

Disaster Risk Reduction and Climate Change

This operation will focus on enhancing community resilience through targeted DRR activities, including community sensitisation in identified vulnerable areas, participatory capacity assessments for climate change adaptation, strengthening emergency response mechanisms, and the development and updating of community-level contingency plans. The initiative aims to build local capacities and promote a culture of preparedness in disaster-prone regions.

Community Resilience, Recovery, and Migration Support

The PRCS is prioritising long-term recovery by strengthening community resilience through the establishment of community-based organisations, disaster risk reduction planning, school risk mapping, and preparedness drills. Small-scale mitigation measures, such as check dams and retaining walls, are also being implemented to reduce future flood risks. Alongside recovery efforts, the PRCS is addressing migration and family separation challenges caused by the 2025 floods. Trained volunteers are providing RFL services, mapping available support, and establishing referral pathways to reunite families and assist migrants. In the context of the ongoing Illegal Foreigners Repatriation Programme (IFRP), the PRCS is ensuring that both migrants and host communities receive inclusive support despite limited data, working closely with authorities and partners to reach the most vulnerable.

Enabling approaches

The sectors outlined above will be supported and enhanced by the following enabling approaches:



Coordination and Partnerships

The PRCS maintains close coordination with the NDMA at the national level, PDMAs, and district administrations at the provincial and district levels. The IFRC and PRCS also works with the United Nations (UN)/Humanitarian Country Team (HCT),

Accountability to Affected Populations (AAP), and other humanitarian actors to avoid duplication of efforts and harmonise response efforts.



Shelter Cluster Coordination

Although the Shelter Cluster has not been officially activated, the IFRC in Pakistan, as a key member of the Global Shelter Cluster, continues to coordinate closely with IOM and other organisations to gather and share information related to shelter activities.



IFRC Secretariat Services

The IFRC will provide regular support to the PRCS in strategic coordination and communication, resource mobilisation, procurement related to the operation, and technical expertise across key sectors. The Secretariat will play a key role in maintaining relevance, efficiency, and compliance with standard procedures and accountability, while ensuring that risk mitigating measures are in place and lessons learned from previous flood appeals are applied. Rapid response personnel will be deployed based on identified needs and requests from the National Society to enhance the operation's capacities.



National Society Strengthening

This appeal aims to enhance the National Society's workforce by strengthening response and preparedness capacities through the Preparedness for Effective Response approach. It will reinforce existing initiatives, support local branches, and ensure minimum operational capacities are maintained for timely and effective response in target areas.

The operation will invest in reinforcing branches, volunteer management, youth engagement, and capacity building across financial management, logistics, procurement, PMER, and information management. It will prioritise volunteer well-being, safety, and skill development through capacity-building training in RCRC orientations and inductions, emergency response, community engagement, First Aid, WASH, Health, and Youth-led Climate Action, aligned with IFRC standards.

The planned response reflects the current situation and is based on the information available at the time of this Emergency Appeal launch. Details of the operation will be updated through the Operational Strategy to be released in the upcoming days. The Operational Strategy will also provide further details on the Federation-wide approach, which will include the response activities of all contributing Red Cross and Red Crescent (RCRC) National Societies, and the Federation-wide funding requirement.

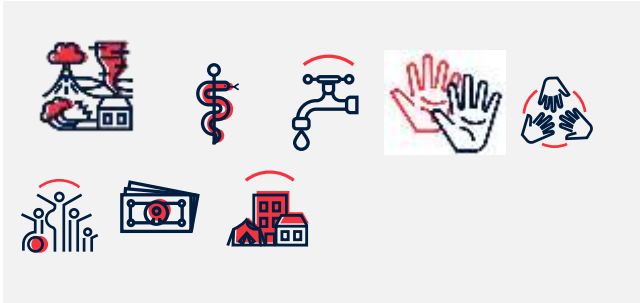
After 31 December 2026, the response activities will continue under the IFRC Network [Pakistan Country Plan](#), which provides an integrated approach to ongoing emergency response, recovery, and longer-term programming tailored to the country's needs, while also providing a Federation-wide perspective on actions in Pakistan. This aims to streamline activities under one plan while ensuring that the needs of those affected by the disaster are met in a way that is both accountable and transparent, with timely information shared if the crisis-specific response needs to be extended beyond the above-mentioned period.



RED CROSS RED CRESCENT FOOTPRINT IN COUNTRY

Pakistan Red Crescent Society

Core areas of operation



Number of staff:

190

Number of volunteers:

5,000

Number of branches

7

IFRC Membership coordination

The IFRC Pakistan country delegation and the IFRC Asia-Pacific Regional Office (APRO) are providing direct technical support to the PRCS. The IFRC is assisting the PRCS in coordinating a Federation-wide response together with in-country Participating National Societies (PNSs) – the German Red Cross, Norwegian Red Cross and Turkish Red Crescent – through both multilateral and bilateral engagements. The Italian Red Cross, British Red Cross, and Canadian Red Cross have no presence in the country, however, they have been instrumental in providing support to the PRCS in routine programming and disaster response. The IFRC will ensure Federation-wide reporting for the emergency response, demonstrating the collective support of the IFRC membership towards providing humanitarian assistance to the affected population. Coordination efforts also extend beyond the immediate response to include long-term resilience-building and National Society Development initiatives.

The IFRC network's Way of Working is reflected in regular coordination with in-country and remote PNSs during strategic planning, multi-year operations, and emergency responses, most notably during the recent floods, including the DREF and for this EA. The PRCS leadership reinforces this approach by promoting inclusive consultations for a harmonized response and development. Membership coordination is maintained through monthly and ad hoc meetings, fostering shared leadership. This approach aligned with the National Society Investment Framework (NSIF) tool, which prioritises National Societies for targeted support via the NSIF Dashboard and strengthens strategic coordination and coherent engagement with the membership.

Red Cross Red Crescent Movement coordination

The Movement coordination mechanism is functional in Pakistan and a collective Movement approach is maintained for regular information sharing, decision-making, and ensuring effective use of the resources to enable a seamless response. The Movement Coordination Agreement is in place, with regular management meetings held among the PRCS, IFRC, ICRC, and PNSs to promote a harmonised strategy and strengthen collective impact. Coordination efforts are aligned with the guiding principles of the Seville Agreement 2.0. Membership coordination is also maintained through consistent engagement between the PRCS, IFRC, and the PNSs, whether in-country or remote, ensuring complementarity and minimising duplication, all under the framework of the Movement Coordination Agreement.

External coordination

The HCT, which operates at the national level, plays a key role in guiding humanitarian action in Pakistan. The IFRC is an active member of the HCT and regularly participates in its meetings. An interagency coordination mechanism is in place, bringing together UN agencies and other humanitarian actors to ensure a coordinated

response. A National Emergency Working Group is also in operation, and a National Contingency Plan has been developed to respond to humanitarian needs arising from the monsoon floods. Both the IFRC and PRCS are actively engaged in these coordination forums and have contributed to the development of the contingency plan. The Public Health Emergency Operation Centre (PH-EOC) has been activated at the national level, and the IFRC regularly attends daily meetings.

At both the national and provincial levels, the PRCS continues to coordinate closely with key stakeholders, including the PDMAs and other relevant government and humanitarian actors.

Contact information

For further information specifically related to this operation, please contact:

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Reference



Click here for:

- [Link to IFRC Emergency landing page](#)