

The Embassy of Lebanon in Islamabad Launches Support for the "Rooted for Lebanon" Global Humanitarian Campaign

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In response to the critical humanitarian challenges currently facing Lebanon, and acting upon the directives of the Secretary-General of the Ministry of Foreign Affairs and Emigrants, Ambassador Abdul Sattar Issa, the Embassy of Lebanon in Islamabad officially announces its mobilization in support of the "Rooted for Lebanon" global campaign.

"Rooted for Lebanon" is a transparent, international humanitarian alliance established by the Lebanese Ministry of Social Affairs in close partnership with the International Organization for Migration (IOM). The alliance brings together prominent international and local non-governmental organizations, including CARE International in Lebanon, Save the Children, the Danish Refugee Council, World Vision, and the Lebanese association "Himaya Daeem Aataa" (HDA).

Aim of the Campaign

The campaign serves as a vital lifeline to deliver direct, urgent emergency cash assistance to affected and displaced Lebanese families. This aid is distributed through Lebanon's national Shock-Responsive Safety Net (SRSN), a program that has already successfully provided critical relief to more than 140,000 vulnerable households to date. The cash assistance directly empowers families to cover their most basic and essential needs, including:

- Food
- Rent and Shelter
- Medical Care and Vital Medications

A Message to Our Diaspora and Friends in Pakistan

The Lebanese diaspora and our international partners have always been the bedrock of solidarity for Lebanon during times of crisis. The Embassy of Lebanon in Islamabad calls upon all members of the Lebanese expatriate community in Pakistan, as well as Pakistani philanthropic institutions, business leaders, and friends of Lebanon, to stand "rooted" with Lebanese families and support this vital humanitarian initiative.

How to Support and Contribute

To guarantee complete transparency and efficiency, all financial contributions are securely managed directly through an official donation portal overseen by the UN Migration Agency (IOM). The funds are then safely routed to the alliance's verified NGO partners on the ground to be distributed based on the official registry databases of the Ministry of Social Affairs.

- Watch the Campaign Video & Donate Directly: Visit the official campaign website at <https://rootedforlebanon.org>
- Partner with Us: The Embassy is actively coordinating with the local IOM country office and alliance partners in Pakistan to host targeted diaspora and philanthropic activities. If your institution wishes to collaborate on a fundraising event or initiative, please contact the Embassy administration directly.

Let us stand together to help families regain stability and recover.