

Penny Appeal Emergency Alert Note

Penny Appeal Office or Partner	Penny Appeal International Office UK
Crisis Type: Flood Emergency in Pakistan	Onset: rapid-onset
Start Date of Crisis	14/08/2025
Geographic Focus for this Alert	Country: Pakistan Districts Swat, Buner, Batagram, Lower Dir, Bajaur of Khyber Pakhtunkhwa Province and Neelum, Muzaffarabad abd Bagh Districts of Azad Jammu & Kashmir
Total number of people affected in this crisis Total number of people affected within the scope of this alert note <i>(Please specify any vulnerable groups)</i>	<p>Heavy monsoon rains and cloud bursts have wreaked havoc across the Swat, Buner, Charsadda, and Bajaur regions of Khyber Pakhtunkhwa, triggering flash floods and widespread destruction. According to PDMA Khyber Pakhtunkhwa, more than 243 deaths have been recorded so far, and the number is likely to increase, keeping the damages in perspective. The reports further suggest that more than 1000 houses are fully destroyed while around 1500 are partially damaged, leaving thousands of people homeless. In addition, more than 290 livestock have been reported missing.</p> <p>Vulnerable groups such as children, the elderly, pregnant women, and persons with disabilities remain at heightened risk due to unsafe housing conditions, limited access to clean water and health services, and ongoing exposure to flood-prone environments. In addition, there is a growing threat of disease outbreaks in these regions due to unsafe conditions.</p> <p>Flood alerts have been issued for Central KP districts, including Charsadda and Nowshera, prompting pre-emptive preparations to protect lives and property as river levels continue to rise.</p> <p>Humanitarian needs remain urgent, particularly for</p> <ol style="list-style-type: none"> 1. Search and Rescue, 2. Provision of Clean Drinking Water and Sanitation, 3. Food (Cooked meals) 4. Shelter (Tents and temporary Shelters) 5. Health (Medical Camps), and

	<p>6. Psychosocial Support</p> <p>Penny Appeal, with its established presence and experience in Khyber Pakhtunkhwa and Azad Jammu & Kashmir actively engaged in the emergency response and is providing essential and life-saving support in Search and Rescue, provision of Cooked Meals and Clean Drinking Water.</p> <p>With in 8 hours of the crises, Penny Appeal Emergency response operations were activated. The following activities have been initiated:</p> <ol style="list-style-type: none"> 1. Rescue operations: PA team and our volunteers are engaged in rescue operations and supporting local authorities. 2. We have immediately initiated distribution of cooked meals among the affected population in the affected districts. 3. Access to clean dinking water is a challenge as flood has contaminated or destroyed majority drinking water sources. Our teams are closely working with local governments and engaged water tanker to provide safe drinking water. Water chlorination is properly monitored. 4. We will continue these activities during rescue phase. We are expanding our response by adding life essentials including hygiene kits, dignity kits, installation of temporary toilets and establishment of Mobile medical camps. 5. PDMA has issue flood warning in several other districts of KP including Nowshera and Charsadda. Our teams are on standby to cope with any emergency situation in these areas.
<p>Immediate Needs and Penny Appeal Preparation</p>	<p>Penny Appeal is actively engaged in Swat and Buner, supporting search and rescue operations and providing cooked meals and clean drinking water to affected communities. Emergency Response Teams are mobilized in the field, working in close coordination with PDMA and district administrations. Emergency-ready stocks, including first-aid kits, are in place, with standing agreements with contractors and vendors to ensure swift delivery of supplies. Partner organizations across KP, Punjab, AJ&K and Sindh have been activated for rapid local mobilization.</p> <p>Additional funding is urgently required to scale and sustain the emergency response as the situation continues to evolve, particularly to strengthen ongoing rescue and</p>

response activities in high-risk and newly affected areas under flood alerts, including Charsadda and Nowshera.

The initial response will specifically focus on supporting **Rescue Operations, Provision of Clean Drinking Water and Hot Meals, Provision of Hygiene/Dignity Kits for women, Mobile Medical camps and Tents** for temporary shelter purposes with targeted assistance for 30,000 families.

Glimpses from the Field















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