

North Coast Communications Advising Climate Action, Disaster Relief Campaign

Digital public relations and communications consultancy helping The i-Care Foundation; NGO has served over 500,000 individuals impacted by monsoon flooding.

WASHINGTON ([PRWEB](#)) March 08, 2023 -- [North Coast Communications](#), a digital public relations and communications consultancy in Washington, D.C., is advising a climate action campaign benefiting families and individuals affected by 2022 monsoon flooding in Pakistan. With Shezad Habib, President and Managing Partner at [Manhattan Strategy Group](#), North Coast Communications is implementing a PR and development strategy for The i-Care Foundation.

The campaign has produced in-person and virtual engagements with,

- U.S. Federal Government agencies,
- the United Nations Environment Programme,
- U.S. foundations and philanthropies,
- think tanks and policy institutes in Washington, D.C.,
- national and international news media,
- non-governmental organizations, and
- corporations.

The campaign is boosting The i-Care Foundation's response to 2022 monsoon flooding, The Coalition for Disaster Recovery and Reconstruction, which has benefited over 500,000 individuals impacted by climate change. The i-Care Foundation is a donor-advised fund and international charitable organization that works with and oversees a network of vetted charities and partners to uplift underserved communities in Pakistan.

“The climate challenge requires governance, process and system innovations,” said David N. Silverman, Founder and President of North Coast Communications. “We’re helping raise awareness about a philanthropic model that can respond to evolving needs dynamically and with scale.”

Within three months of flooding, The i-Care Foundation's flood-response coalition coordinated a multi-sector disaster response that reached over 500,000 beneficiaries in over 39 districts. More remains to be done. As many as [4 million children](#) are still living near contaminated and stagnant flood waters and an estimated 9 million people are being pushed into poverty or forced to forego their education. To support climate action and disaster relief in Pakistan and to learn more, please visit [The I-Care Foundation website](#).

About North Coast Communications

North Coast Communications helps organizations, projects, and programs effectively plan, implement, and optimize their digital public relations and communications. David N. Silverman started North Coast Communications in 2020 because mission-driven organizations, businesses, and social-impact campaigns need trusted PR and communications expertise at a fair value. Based in Washington, D.C., North Coast Communications supports public affairs campaigns and private, nonprofit, and public sector clients.



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