



2020

# ANNUAL REPORT

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# WHO IS HUSSAIN - ANNUAL REPORT 2020

Undoubtedly, 2020 has been a challenging year for most, if not all. Individuals and communities are in need now, more than ever, and it has been our mission at Who is Hussain to ensure these needs are fulfilled no matter what the circumstances. This report seeks to provide a comprehensive overview of the organisation's activities for 2020, and to present our plans for the coming year.

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## Trustee Report 2020 & Looking ahead

2020 has been a seismic year for us all. The Covid-19 pandemic has fundamentally changed our lives, and it feels like little that was once so clear and certain still is.

So 2020 was a great litmus test for Who is Hussain: at a time of great turbulence, we had two questions to answer. Firstly, would Who is Hussain thrive, survive – or struggle? And secondly: does Who is Hussain have a place in this new and unknown Coronavirus world?

I believe that the summaries you will read below outline unequivocally that Who is Hussain is a thriving, vibrant organisation, growing around the world from strength to strength. That, despite the challenges of a global virus, Who is Hussain has taken strides forward in many ways; serving more people, developing new content, responding to crises with conviction and growing our core infrastructure.

I'm particularly pleased to announce the recruitment of Muntazir and Fatemah, our new director and global representatives' co-ordinator, respectively. In joining Kulsoom and Maryam, they will reinforce our fantastic team and provide great energy and industry to Who is Hussain. I welcome them and am excited to continue working alongside Muntazir, who will provide great leadership and help the organisation achieve its objectives.

Several of our key initiatives this year have given me great pride. Our **#40Neighbours** campaign, launched in response to Covid-19, saw teams on *five continents* galvanise to serve their neighbours, inspired by the life of Hussain ibn Ali. Hussain and his family teach us the meaning of compassion in dignity, for they could not eat when those around them were hungry. Mobilising swiftly, we saw Buenos Aires volunteers providing medical supplies, Hong Kong community offering meals, London delivering to the poor and serving the homeless, Lusaka organised a blood donation initiative. **60 teams in 45 locations / cities** stepped up – all inspired by Hussain ibn Ali.

The organisation's response to the **Beirut blast** perhaps fully typifies Who is Hussain at its best. Who is Hussain Beirut responded swiftly, galvanising to carry out a needs assessment, launching a fundraising page and, combining with the support of fantastic charity partners, especially the Lady Fatemah Trust, **raised over £45,000 to rebuild over 100 houses** devastated by the blast.

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Amongst these remarkable initiatives, we had the launch of the Who is Hussain mini-documentary, the introduction of the truly ground-breaking Action Kit (a world-first community activism platform) and a series of webinars, exploring the meaning of social justice in our world.

We cannot be advocates for a socially just world without ourselves ensuring that Who is Hussain is a fair and equitable organisation. To that end, we have actively paid thought to **two of the critical issues of our time**. On race equality, this year we stood side-by-side with the African American community – and indeed all minority communities – following the murder of George Floyd in May. Issuing a statement isn't enough, and our declaration of intent, and support of organisations on the frontline, signalled our desire to be a force for change on this matter. As has been said before, *"it is not enough to be non-racist, we must be anti-racist."*

Our world faces the existential threat of **climate change**. Change must start within and at Who is Hussain we have committed to working over the next three years to becoming a carbon neutral organisation. This is a mammoth task, but one which we believe we can achieve. We are in the throes of implementing an action plan to ensure Who is Hussain's global footprint helps – rather than harms – the environment.

This report expands on various goals reached and the hurdles cleared. None of these would have been possible without the support of the Who is Hussain family. I wish to convey my sincerest thanks to each and every Who is Hussain team member, representative, volunteer, donor, supporter and well-wisher. At Who is Hussain we believe in the power of the collective, and it is only with your support the organisation is able to carry on each and every single day. Onwards and upwards.

Thank you.

Ali, Chair of Trustees

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## Vision & Strategy

It is our true conviction that Who is Hussain has an important role in the world. We must work hard to realise this potential.

At the centre of Who is Hussain's distinct charitable efforts is a clear vision.

**To see a world driven by compassion and dignity, inspired by Hussain ibn Ali, initiated by individuals serving local community needs, whatever they may be.**

We are working towards a day where anywhere, anytime someone has a need, a requirement – Who is Hussain will be there to deliver a compassionate response.

We ultimately feel that is the world Hussain himself was building, when he stood to fight tyranny and injustice.

We do this through two means:

(i) **Awareness:** content around the life of Hussain ibn Ali and his inspiration. The website, social media, the Who is Hussain documentary, advertisements, forthcoming webinars and our burgeoning action kit project all represent initiatives geared towards greater awareness about Hussain ibn Ali.

(ii) **Action:** it's not enough to talk – we have to walk the walk, too. With each passing year Who is Hussain teams around the world become more and more a part of the fabric of their communities, aiding the needy and partnering with the virtuous.

We are redoubling our commitment to reach this dream of this day where Who is Hussain is a ubiquitous and universally accessible organisation.

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## Who we are & our place in the world

For over 8 years now, our global teams have been serving their local communities. Meeting community needs and making a positive difference by spreading the values of compassion, justice and dignity is at the forefront of all our teams' activities. These values, as inspired by the organisation's namesake, Hussain ibn Ali, are widely sought in this current global climate, where issues such as poverty, hopelessness, and social inequality are widespread.

Headquartered in London, with over 60 global teams each putting the needs of others above anything else, we are a registered charity in the UK and have official non-profit registration in USA, Canada, Pakistan, Lebanon and New Zealand. As a value-led organisation our mission is to help those who require it, no matter their race, religion or background. From feeding the homeless, providing basic necessities, saving lives through blood donations and inspiring others through acts of kindness our teams embody the principles and selfless values of Hussain ibn Ali through action.

By assessing the needs and requirements of their local communities our volunteers' multidisciplinary approach is effective in meeting these needs - whether they be alleviating the effects of poverty, restoring dignity to the homeless, supporting low-income families, providing medical and financial aid, empowering through education or partnering with other charities to serve local communities. Taking action to serve others is at the heart of what we do.

Through these actions, we aspire to be the point of contact for *anyone* who needs help, wherever they are in the world.

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## 2020 in numbers

Throughout this tumultuous year, and the unprecedented circumstances it engendered, the response of our teams to the increasing needs of local communities has truly been outstanding. To summarise, this infographic shows the remarkable levels of activity undertaken on the ground.



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## ANNUAL REPORT | JANUARY 2020 - DECEMBER 2020



### A message from our teams

Our core team, the majority of whom work voluntarily ensure that operationally, we are functioning effectively and efficiently. From social media to fundraising, each sub-team is an essential cog in the operational wheel that is Who is Hussain. What follows is an overview of the year from their perspective:

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## Finance & Fundraising

It has been a year of tremendous activity for Who is Hussain globally, and in turn, a year which saw groundbreaking fundraising achievements for the charity.

With the generous support of our donors from around the world, we have been able to support teams on the ground directly, including Dar-es-Salaam, Mombasa, Belgium, Beirut, Hong Kong and many more. This is in addition to bringing on two new members of staff into the Central Team, and further developing the charity's core infrastructure and operational capacity.

Despite a year of unimaginable global challenges, Who is Hussain's stakeholders rose to the occasion and donated with great generosity at the onset of the pandemic for our #40Neighbours campaign, and again immediately after the tragic Beirut blast. Donations have been sourced through JustGiving, the Who is Hussain website, sale of merchandise, the support of partner organisation and appeals at community centres. This support has allowed the charity to bear greater operational and capital expenditures as we grow an organisation which inspires individuals to make positive contributions to their communities.

That at a time when Covid-19 has caused financial strain to many, support for Who is Hussain remains strong, reminds us that the power of the love of Hussain ibn Ali is astounding, and we are grateful that so many see the value and the potential of Who is Hussain in these unprecedented times.

We have a long way to go, though. A long road to inform every individual of the legacy of Hussain (as). To ensure our sustainability, this year coming we are building fundraising structures that will generate regular donations from the wider public whilst also seeking grants from institutions who are interested in the work we do. Sustainability is one of our key strategic objectives for 2021 and the next three years, and this aspiration shall be manifested in our primary goal of growing our pool of regular donors. This will be all the more critical to service the demands of Who is Hussain's fast-growing global footprint.

We are deeply grateful to each and every single individual donor, charitable organisations and grant funders who put their faith in Who is Hussain at each juncture. Thank you for your trust in Who is Hussain.

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As we enter into 2021, I'm very excited by the ambitious plans we have, and it is with the support of our stakeholders we shall, I hope, go from strength to strength.

To support our mission and help us continue, please consider making a donation at [www.whoishussain.org/donate](http://www.whoishussain.org/donate), or email [donate@whoishussain.org](mailto:donate@whoishussain.org) if you would like to explore how you can support Who is Hussain, or know anyone who might.

Thank you.

## Follow Up

2020 was a very exciting year for Who is Hussain and in particular the follow up team. Despite the global pandemic our teams all around the world maintained their amazing energy and drive to bring the name of Hussain to new households throughout the world.

Thanks to the fantastic work of our global teams, over the course of the year we had just under 178,000 unique website visitors, and a total of 346 people actively requested to find out more about Hussain, by requesting one of our information packs. **This is an increase of 23%** from last year's 282 information pack requests.

Of the total number for the year, 179 information requests came from people from our primary target audience, with just under half of these coming during our extremely successful 'Hope' campaign.

Towards the end of the year, we announced our upcoming Action Toolkit. The aim of this toolkit is to transform the movement of Who is Hussain into an action led movement that inspires people to take action against issues of social injustice in their area, and do what they can to enact change.

We are extremely excited to roll out the new Action Kit in 2021, and ensure the message of Hussain reaches communities far and wide, inspiring them to act for the common good, no matter how small the action.

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## Global Teams

It has been a very interesting and challenging year for our teams on the ground across the globe. Whilst certain teams were under strict lockdowns, others were afforded the opportunity to still serve their local communities in more creative ways. What has been truly inspiring however, is the lengths to which all our teams went to in order to help those less fortunate.

The spirit and legacy of Hussain ibn Ali was truly manifested this year, and we've been blown away by the number and nature of events carried out by our teams. In fact, whilst we expected there to be fewer events than other years during this year's campaigns, we were humbled by a **31% increase in the number of events carried out**. With **15 blood donation** events, resulting in a potential of **over 2,000** lives being saved, **more than 21,000 meals provided**, and **over 115,000 beneficiaries from acts of kindness**. Suffice it to say it has been a very active and fruitful campaign *with an average of one event a day taking place by anyone of our Who is Hussain teams somewhere around the world*.

As we battle on through the global pandemic, our teams continue to be there for the vulnerable members of society, and ensure they start to establish themselves as a bedrock within their communities.

## Press

2020 has been a uniquely challenging year for everyone - across the world. Covid-19 turned the world upside down, threatening the health and safety of all and exacerbating existing hardships for many. Lockdowns in different countries added to the economic stresses of the poor, and working-class members of our communities.

Who is Hussain teams around the world rose to this new challenge, despite the restrictions on movement and activities enforced locally. Volunteers have been at the forefront of serving their communities and helping those most affected by Covid-19. Through our 40 Neighbours campaign, teams were involved in distributing PPE, sanitization materials, distributing food, supporting with access to education, and working to combat isolation.

As always, our volunteers have been inspiring others with their consistent acts of kindness, and this was recognised by local media outlets around the world.

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The Dar es Salaam team's work distributing sanitizers was captured by [Millard Ayo TV](#). Our Islamabad team [distributed food and PPE](#) to 400 families

*"Our idea was to provide for the families of those, specifically the daily wagers, who were left without any source of income as the country was on a strict lockdown."*

Fizza Mukhtar, Who is Hussain Volunteer

Teams were quick to respond to local needs, forming partnerships with other local groups to provide much-needed resources.

Our Auckland team assisted with the [collection and drop off](#) of essential items, with one volunteer (Masooma) saying *"It was a great feeling to be able to collaborate and serve the community in the most vulnerable times"*.

Fox32 Chicago [featured our Chicago team](#) on local news as they [distributed 15,000 face masks](#) and gloves to members of the general public, being recognised as Hometown Heroes.

In London, volunteers recognised health workers for their contributions during the pandemic, distributing [more than 4000 meals](#) to health care workers during the first UK lockdown. This was alongside their weekly food drive, which continued unabated [reaching the milestone](#) of marking 250 food drives.

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(Photo credit: @kanji.photography)

Alongside raising awareness of the tremendous work of volunteers with external media organisations, Who is Hussain redoubled its focus on internal communications to stakeholders producing engaging and reflective blog posts for those on our mailing list as well as considering how we as an organisation and as individuals could do better.

*“Those who are silent when others are oppressed are guilty of oppression themselves”*  
Hussain ibn Ali

Our Hope campaign centred on taking readers on a journey to better understand morality, resilience and [how to use hope to drive meaningful change](#). These themes will be further explored in our upcoming North American online event, where we’ll be hearing from speakers with lived experience of affecting change.

The killing of George Floyd was a watershed moment this year, with everyone taking stock of their own behaviours and exploring how to be better allies to those opposing racial injustice. Who is Hussain [committed to using our platform](#) to leverage our global community to educate

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on how we can all be better allies in this struggle. A series of articles followed raising awareness of the different ways in which people could support the movement, as well as deepen their own understanding of what it means to be truly anti-racist.

**BLACK LIVES MATTER:  
A STATEMENT OF SOLIDARITY  
AND A DECLARATION OF INTENT  
FROM WHO IS HUSSAIN**

WHOISHUSSAIN.ORG

*“To be truly anti-racist, we must adopt a long-term commitment to a lifetime of practice, self-scrutiny and, most importantly, action. We must recognise our own privileges, our own behaviours and our own racism. We must also stand back and allow more important voices to be heard.”*

## Relief

Our GIVE Life campaign led by our Relief team has now **completed 22 successful life saving cardiac surgeries/medical treatments for Iraqi children** affected by years of war. Each treatment is arranged and carried out in Bangalore by world renowned Dr Devi Shetty and his team. In October 2019, our Relief leads Dr Sayyada Mawji and Dr Mohammedabbas Khaki visited the Narayana hospital in Bangalore and the Who is Hussain team running operations on the ground and were



humbled to also meet Dr Devi Shetty himself. Discussions were had on expanding the current campaign to other developing countries including Syria, Yemen and to children from India.

Our Relief leads were also able to follow up the young children who had had surgery and their families back in Iraq and words cannot describe the difference the medical treatments have made on the lives of the young children and their families.

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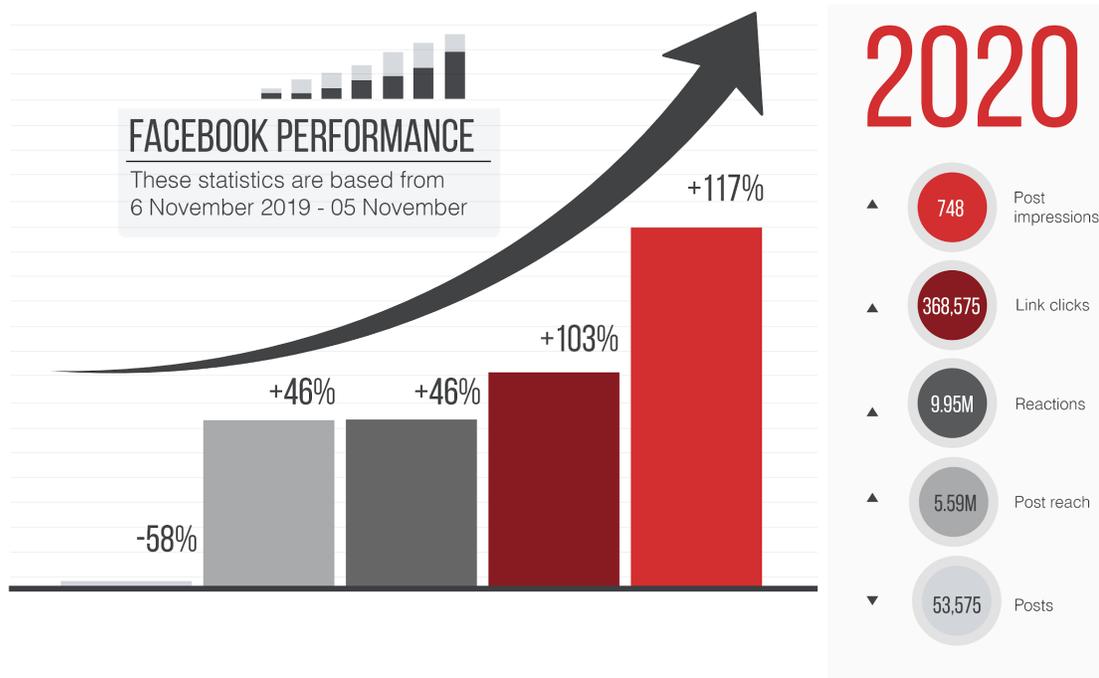


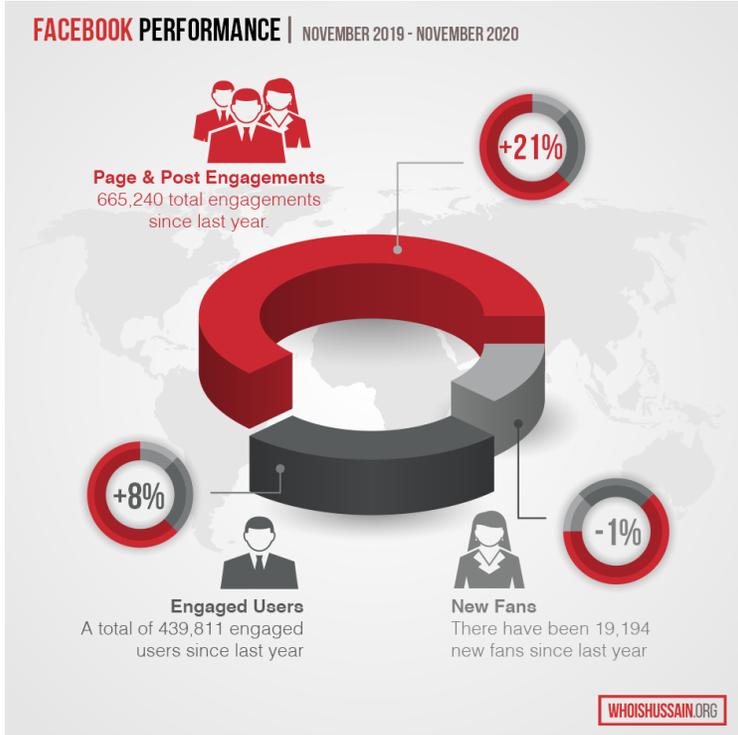
The Relief team have been working on expanding the GIVE Life campaign and are hopeful to continue and impact more young lives after the global pandemic. They have already identified future global projects, as well as looking forward to holding virtual hackathons with our global teams to progress and enhance their stellar work.

## Social Media

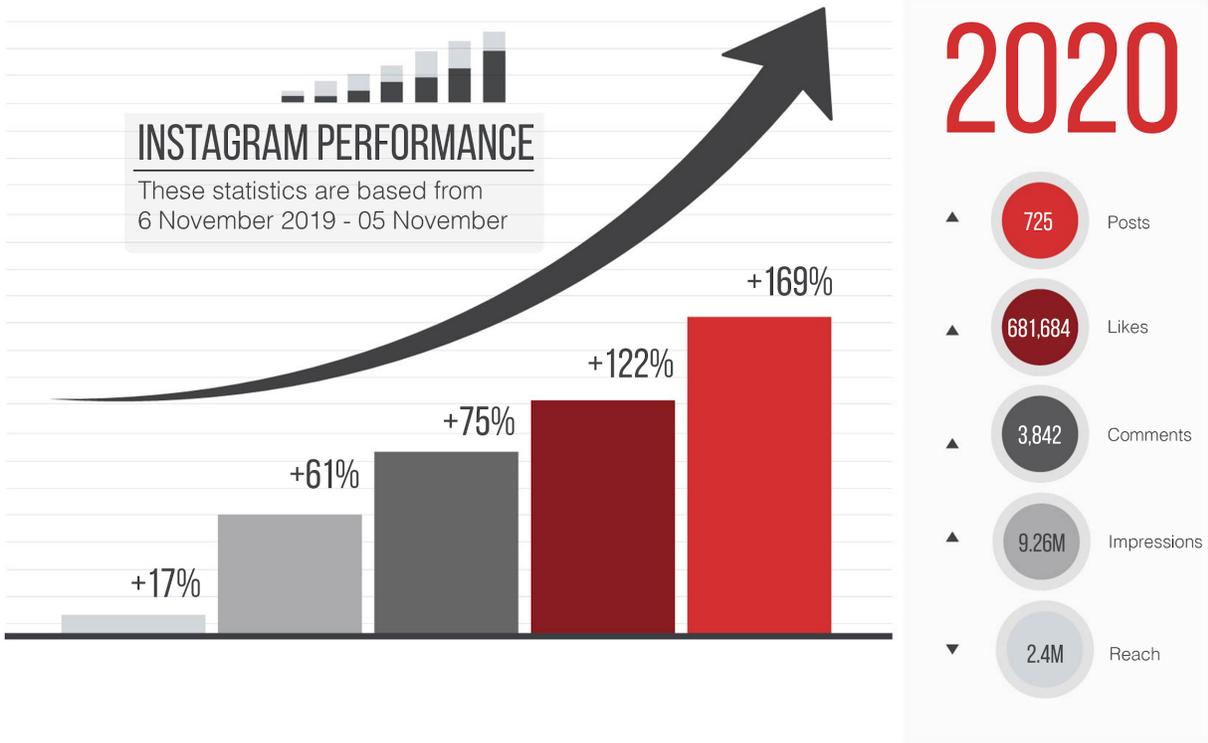
With the increased frequency and quantity of posts, it suffices to say social media has had a good year. Engagement on Instagram and Twitter has definitely been better than on Facebook, but in general numbers look steady and on the increase. The main campaigns we saw on socials were: **40Neighbours, BLM and Hope**. It was incredible to see so many of our *Hope* campaign posts being shared by our global audiences during Muharram. The messages and requests received from our audience on all social platforms has been overwhelming; a testament to the tremendous work carried out by our global teams.

### Facebook Performance





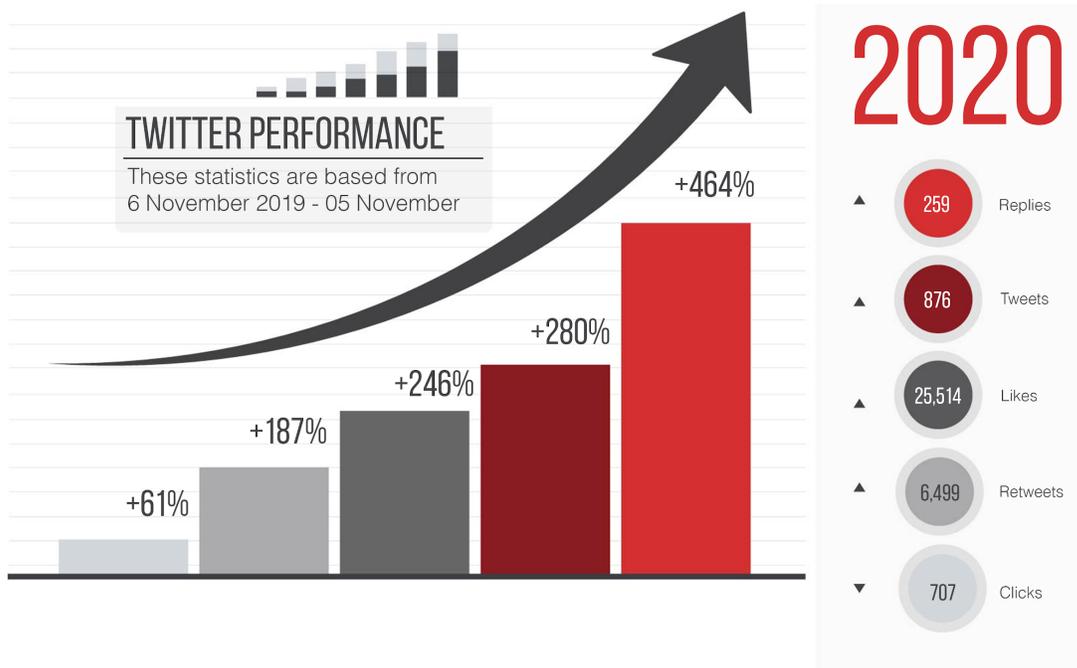
Instagram Performance

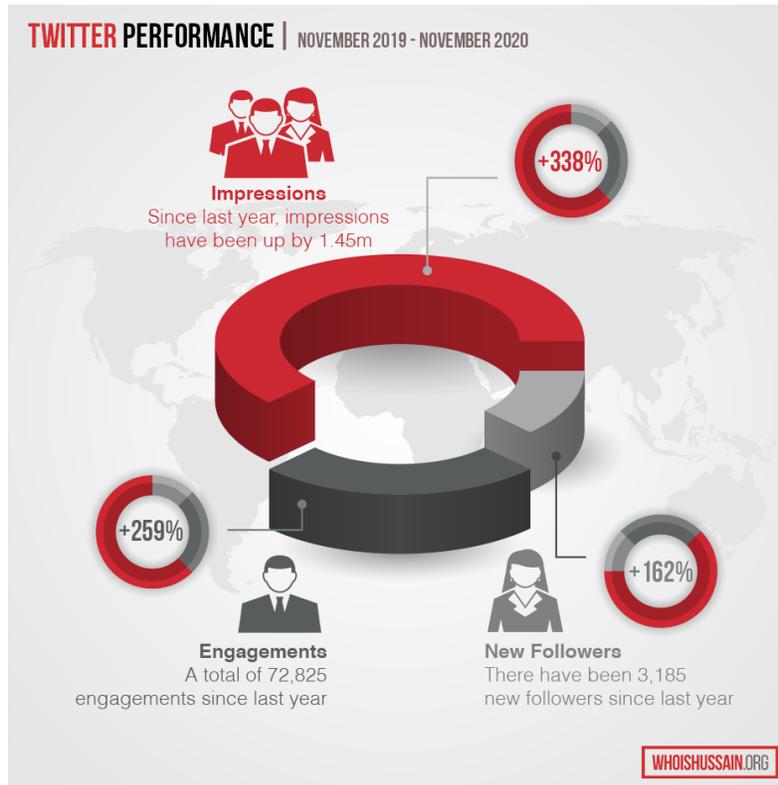


# INSTAGRAM PERFORMANCE | NOVEMBER 2019 - NOVEMBER 2020



## Twitter Performance





To improve communication across our teams globally, a social media WhatsApp group was created which has had a positive impact and has definitely enabled the Social Media department to get to know the teams better and therefore be able to give more direct and relevant feedback. Across the global teams, there has been a significant improvement in the quality of the images and framing which has ensured better presentation and reflection of the work of our teams featured on the main Who is Hussain accounts.

In the forthcoming year, the Social Media department looks forward to providing more training for all volunteers, and a better infrastructure for upcoming campaigns.

## Web & Content

This year saw the launch of team profile pages on the website, which provides each of our teams their own page through which to communicate with their audiences. Our website underwent a significant revamp to enhance the all-round user experience, with dedicated landing pages and content for our 40 Neighbours and Hope campaigns. Amongst these developments we created template resources for our teams to ensure brand consistency when

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creating their event content and marketing, and made their access to the Teams Portal more straightforward.

Launching Who is Hussain's first mini-documentary about the life of Hussain ibn Ali during our seasonal Muharram campaign, has proved to be a continued success, **amassing over 103,000 views** collectively across our YouTube and Facebook platforms. From a variety of historical perspectives, [this documentary](#) sought to address Hussain ibn Ali's life and his political and moral struggle within the society in which he lived, which culminated in the tragic events on Ashura. It explains how the values he stood for - those of justice, compassion and dignity - transcend religion and politics, and are relevant just as much now than they were 1300 years ago.

Going into 2021 our plans include establishing the Action Toolkit - a world's first community activism platform which will give individuals the ideas and resources they need to take action for social change in their community – based on their location.

## Campaigns

Aside from our annual seasonal campaign, we held additional campaigns to meet the needs of those that we serve in light of the disastrous consequences that the unprecedented events of this year brought. The #40Neighbours campaign was launched in response to the coronavirus pandemic and the increased numbers of vulnerable and impoverished individuals and families that the global pandemic engendered. Following the catastrophic explosion in Beirut, a fundraising campaign was launched to support the team on the ground in their efforts to rebuild and repair homes severely struck by the blast.

Finally, this year, for our annual campaign which regularly centres around the life and legacy of Hussain ibn Ali, we only thought it appropriate to call it #Hope given the nature of the ongoing global crises. More coverage on the campaigns from this year are below, including a detailed report from the Beirut team on the reconstruction they have undertaken.

### #40Neighbours



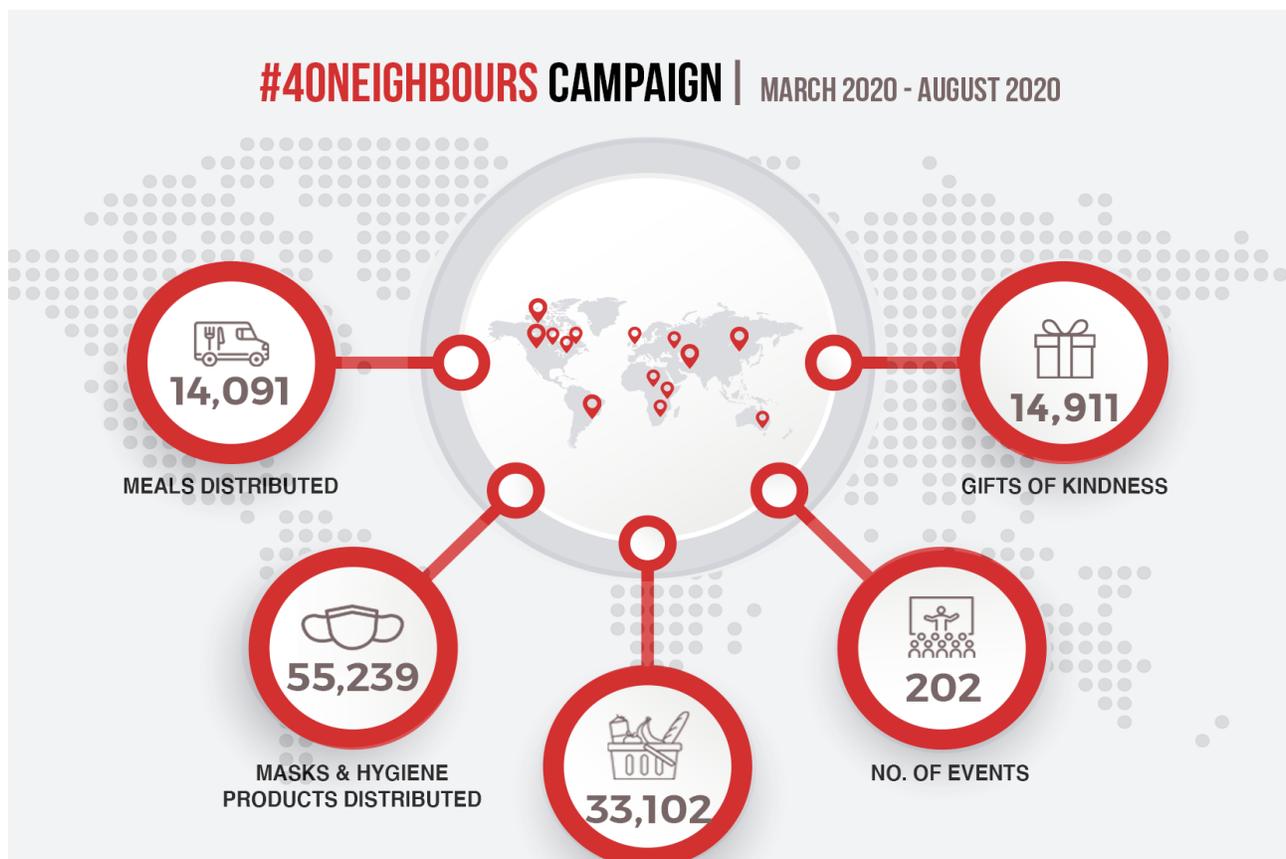
Stemming from the saying that *“your neighbours are those that live 40 houses to your left, to your right to the front and to the back”*, we launched the #40Neighbours campaign at a time when people, more than ever, needed their neighbours. When many global cities went into lockdown and restrictive measures were

imposed to prevent the spread of this unknown virus, there was a growing population of vulnerable. What they needed most was a friendly face, a helpful hand, a supportive soul. Our #40Neighbours campaign encouraged just that.

All teams around the world galvanised in whichever way they could, taking into consideration local authority restrictions, to provide the local vulnerable population with essential items, supporting them through any issues due to isolation - thereby proving that anyone, anywhere could be a helpful neighbour to somebody.



This rapid response by our global teams was absolutely unexpected. What followed in the coming months were over 200 independent events and activities organised by our dedicated volunteers, to deliver necessary items and services in this growing time of need.



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As presented so clearly above, collectively our teams supported local communities efficiently and effectively.



## Rebuilding Beirut

On 4 August this year, Beirut was hit with a catastrophic blast, which was to be the third largest explosion to hit a city in recent history. With over 300,000 left homeless, amongst them 80,000 children, hundreds also lost their lives. It truly was an unforgettable tragedy.

Who is Hussain prides itself on taking action. We knew something had to be done. This campaign, led by the Lebanon team sought to rebuild and restore as many homes as possible, primarily the homes of impoverished families. Supported by a crowdfunding campaign we managed to raise almost £50,000 towards this project and along with other generous donations were able to aid our Lebanon team to rebuild Beirut.

Meticulously undertaking the project, the Lebanon team managed to repair, renovate and restore 100 homes thus far, with more homes and business still being tended to in December 2020.

## #Hope

Our annual campaigns are always in honour of the values that Hussain ibn Ali stood for. Previous campaigns have inspired and mobilised populations around the world to serve their local communities whilst spreading compassion, kindness and justice. Given the devastating consequences of all that has happened this year, we knew this campaign had to be different.



At a time when there is so much despair, uncertainty and anguish, what society needs is more than compassion and kindness - it needs hope. Hope that sees us through our pain and suffering, hope to find strength to get us through, hope for a better tomorrow.



Through this campaign we aimed to build and inspire hope, in the same way that Hussain ibn Ali had hope in something far greater, giving him the courage to stand up for what was right. A substantial online campaign supported our global teams' events on the ground which continued to assist and grant hope to those in need through varying acts of kindness.

## HOPE CAMPAIGN | BASED ON 132 EVENTS | 21 AUGUST 2020 - 8 OCTOBER 2020



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## Our Continental Activity

Widespread activity across five continents, in over 60 cities ensures that there is always someone, somewhere being served by our volunteers on the ground. Our global teams have been more active than ever to serve their local communities. Never has there been a time when there have been large populations in need. Here's a breakdown of activity across all the continents our teams operate in.

### Africa

Who is Hussain Africa, which consists of **16 teams scattered across the continent**, has yet again delivered an outstanding volume of events this year. From remote villages around Arusha to orphanages in the small town of Kolwezi, to the hustle and bustle capital of Dar es Salaam, our teams have managed to touch the lives of thousands of people, through the inspiration of Hussain ibn Ali.

This year, **over 80 individual events** have been held across Africa, ranging from blood donations (over 350 units) and ration distributions, to the installation of public sanitisers and hand washing stations. Many teams used the opportunity to educate the local population about self-hygiene, both during this crisis and as long-term infection control measures. As well as the usual food and water distributions, most teams were able to either source or hand-make protective equipment and sanitisers for those who would normally not have access. **Over 25,000 individuals** have benefited from meals or ration, and **more than 12,000 medical protection items** have been handed out throughout the year.



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Kinshasa arranged for villagers with no access to a hospital, a 24-hour car service to transport them to one! Our Cape Town team were able to **feed over 2,000 impoverished people** a hot meal during a food drive as part of the #40Neighbours Campaign. Team Mombasa have been successfully carrying out their weekly food drives and even managed to **plant 810 mangrove saplings** earlier in the year. Mauritius designed jackets specifically for the homeless before the onset of winter. Team Nairobi yet again held a successful blood drive as part of our *Hope* Campaign.



Our Dar es Salaam volunteers set up a **water-well for the locals which can cater to 6,000 people**. The Zanzibar team has been busy with their housing project, **building a house to accommodate 11 people in just 6 weeks**. Our Burundi team never forgets to cater for the university students every year. Team Arusha has been at the forefront of taking care of those whose income has been affected by the pandemic, and similarly our teams in Cote d'Ivoire and Zambia have been educating the local population. For their debut event, our **newest members in Johannesburg** distributed food baskets to families in need.

These are just some of the many examples of the work that our volunteers have been doing on the ground. You just have to visit our social media pages to see the extent at which our teams embody the values and spread the values and humanitarian message of Hussain ibn Ali. With increasing interest from individuals in different cities around the continent, it is humbling to

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see Who is Hussain Africa continue to grow year after year. We sincerely thank all of our volunteers, especially this year, who have risked their own health and safety, and put the needs of others before themselves in true 'Hussaini' spirit.

## Americas (North & South)

Albeit turbulent and unpredictable, 2020 has still been a year of success for the Americas. Our teams have conducted **over 100 events** this year, despite adjusting to challenges the pandemic poses. During the period of March to June, teams across North and South America held over 30 events - many of which were unique and never before seen. This includes online tutoring sessions for children across the USA, held by the **NYC** team, a number of webinars to support those suffering with mental health and trauma, facilitated by a number of teams, and much more.

This year also saw the establishment of the **first South American chapter** - namely in Buenos Aires, Argentina. Our team in Argentina managed to pool together funds to **financially support over 11 needy families in Buenos Aires**, in critical need of food and financial aid. In Autumn 2020, we also saw the **establishment of the first Who is Hussain team in Colombia** – as long-standing team member and former-NYC head rep, Ali Alvi, relocated to South America.



Behind the scenes, Who is Hussain America also celebrated the **establishment of its USA Not-For-Profit status** - to ensure we are a financially and legally registered charitable body. Having already been registered in Canada, this now means **the entire North American continent is registered** in the name of the organisation, allowing us to raise and allocate funds towards various causes. The organisation also finalised the trademark protection status

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in North America. The team has also been working to reorganise the administration of the Canadian NFP, as it paves its way towards charity status in the future.

Together, we have learned to pull through despite the various challenges our communities face, and adapted in ways to further collaborate with like minded organisations, to support the cause of justice and equality.

## Asia

In 2019, our Asia teams took significant steps towards tackling the causes of poverty & homelessness, economic inequality and climate change within their local communities. The beginning of 2020 continued in the same vein, with Asia teams organising plantations, ration distributions and blood drives, to mention but a few. Throughout this, teams focussed on also strengthening their internal processes and volunteer bases, to effectively and efficiently respond to the ever changing needs. A highlight was the Pakistan team holding a national 3rd annual team conference, meeting with teams from around the country to network, strategise and share best practice.

The COVID 19 outbreak in Asia has grappled the continent with increasing levels of unemployment, poverty and financial hardship further underlining the disparities that exist within our societies. Despite all of these challenges, our teams in Asia have exceeded all expectations. They have conducted **more than 150 events** and have taken huge strides in positively contributing to their local communities, often becoming the beacon of hope for those most vulnerable.

The Lebanon team was also instrumental to Lebanon's response to COVID-19. They distributed **300 food packages with essential supplies** and **280 food parcels in Ramadan**. Despite the unpredictable times, they also continued their collaboration with Order of Malta to deliver **100 breakfast packages** to the most vulnerable in Lebanon.

Our team in Hong Kong distributed food bags to **more than 120 families**, despite the ongoing restrictions within the country due to COVID and local protests. Whilst our team in Sri Lanka capitalised on the online zoom phenomenon and put together three live events discussing key social issues, attended by more than 300 participants. Our team in India has been a key contributor to our 40Neighbours campaign, delivering ration packs, PPE and blankets to the poorest and most vulnerable of our society.

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Pakistan was hard hit by COVID and the team's response was exemplary. Leveraging their selfless and committed volunteer base, the team distributed grocery bags to **more than 17,600 families**, and **7,762 PPE kits** and **7,276 medical supplies** to medical centres. Blood drives where **326 pints of blood were donated** and rations for orphans have also been organised. An act of kindness initiative was launched, encouraging people to do acts of kindness whilst in lockdown.

Pakistan continues to break the barrier and challenge innovative ways to support their local communities - 2020 was no different. The teams leveraged 'National Labourers Day' to provide **financial assistance specifically for local labourers**, and joined Imran Khan's plantation drive to **plant more than 950 trees** and **1,500 saplings**. They **donated a washing machine** to a recently married vulnerable couple, **provided rental assistance to 45 families**, and circulated **more than 250 gifts to orphans**.



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All our teams continue to inspire and empower volunteers and supporters to ensure they contribute towards our vision to cultivate, foster and work towards a more just, equal and hopeful society. Ultimately, inspired by the message and stand of Hussain ibn Ali. Many of our teams in Asia have lost close family and friends due to COVID, with volunteers having put their life on the line to help those most in need. We wish to express our sincere gratitude and sympathies to all those who have worked tirelessly over this year to make sure we live in a better, caring and just society.

## Europe

Throughout the year, our Europe teams have been phenomenal at researching into their local societal needs, determined to find ways to fill the gaps and driven to provide assistance to the most vulnerable and marginalized in society.

As homelessness is a major issue in several countries across Europe, many of our teams on the ground including Belgium, Germany, France and Leicester provided food packages, hygiene kits, essential items and clothes to the homeless on the streets, at homeless shelters and at food banks. Seeing an increase in need, Birmingham has **dedicated 4 days a week to supporting the homeless** having 3 food drives and supporting their local food bank. Over this year, they have distributed **over 5,100 food packages** to those in need. Their commitment has been featured in the press and they have also been visited by other local organisations such as Be Kind.



In addition to continuing with their weekly Saturday food drives, the London team actively sought out the homeless that were being accommodated around the city during the

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heightened restrictions surrounding the pandemic. Keeping in line with local authority guidelines they provided **approximately 4,300 food packs to the homeless**. Collaborating with several local organisations such as Hand on Heart and Sequence, they provided **over 200 meals to children from low-income households during the half term**, who may have gone hungry otherwise. London was featured in the press for recognizing the efforts of the key workers and medical staff distributing flowers and providing thousands of meals as a token of gratitude for their services to the public during these tough times.

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### Volunteer delivers more than 4,000 meals to hospital staff during lockdown

5 May 2020 Toby Porter 0 Comments

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A volunteer for a homeless charity has raised £7,000 and delivered more than 4,000 meals to hospital staff.

Ali Walji from Norbury set up a GoFundMe page to provide meals for NHS front line workers as well as London's homeless people.

He had hoped to raise £1,000 initially, but the current fundraising figure stands at more than 7,000.

Recognizing the rise of homelessness, job losses and the knock on effect as a result of COVID19, our Swiss German team have been actively liaising with organisations that provide assistance to those in need to see where they can provide valuable assistance such as food packs. As many countries entered into lockdown facing stringent social distancing regulations, acknowledging the additional care and support needs that many vulnerable people would face during this period, our Swiss French and Germany teams spent time reaching out to their neighbours offering to do their grocery runs and provide them with essential items.

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Identifying that domestic abuse refugees need more support than ever during lockdown periods, our Germany and Birmingham teams have provided essential items to these refugees. This is an area which teams will continue to support regardless of the global situation.

Our Netherlands team continues to show memorable heartwarming acts of kindness by gifting teachers beautiful thank you gifts, distributing flowers, cleaning gardens and cooking for their neighbours. Added to this, the Netherlands are committed to collaborating with other specialist organisations to formulate an empowerment project for refugees and asylum seekers coming into the Netherlands. This includes supporting them through crucial stages of their journey and integration into society. Their recent donation of approximately **500 luxury care packages** to refugees and asylum seekers in a refugee camp, was just the beginning of this inspiring initiative. Acknowledging their valuable assistance, they have been recognized by the Dutch Authorities as a Public Benefit Organization. Also engaging in acts of kindness is our France team who carried out their Arbaeen in Paris event which involved handing out roses to members of the public and engaging with the public to identify their heroes and presented Hussain Ibn Ali as their hero.

Recognizing the value of blood donations in saving lives, during the months of August and September, we've had **4 blood drives across Europe** organised by our teams in Germany, Belgium and France which were very well received by recipients and applauded by the public.



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Many teams including Netherlands, Belgium and Germany are placing great focus on team strategy - identifying objectives and recruiting volunteers to establish their longevity. Europe teams are growing - we've welcomed **three new trial teams: Montenegro who kick started their events by handing out 3,300 water bottles**, engaging in meaningful discussions with the public and who have been liaising with their local municipality to set up a food bank; **Malta** have been dedicated to providing fresh home cooked meals via home delivery every Sunday to individuals and families in need and Manchester have been carrying out events focusing on keeping their environment clean.

## Oceania

With a nationwide lockdown for the majority of the year, our teams across Oceania have delivered services in the best way possible keeping in line with national guidelines. To help the most vulnerable, **our Auckland team started their COVID-19 Helpline**, offering services such as pick-up and drop-off of groceries and urgent medical supplies. They also began their Helping Hands Campaign, in partnership with other local organisations to deliver groceries and other essentials to the doorstep. Their efforts were recognised by the national media featured on an online news platform seeing more than 500,000 readers a month. To support the Asylum Seekers Support Trust they collected and delivered household items to the organisation for distribution. Collaborating with the team in Pakistan, the Auckland team raised funds, a portion of which was used to organise grocery and ration packs for impoverished families, feeding them for a week.



Adelaide has had stricter restrictions than other areas, resulting in limited activity. However, that did not stop our teams from reaching out to other Islamic Centres to advise them to move their programmes online to avert the risks of the coronavirus.

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With restrictions in place, teams have been creative with organising events. Sydney, for example, started cemetery clean-ups in November and Auckland organised a beach clean up, showing that the environment is in need of care, just as much as people.

As the bushfires ravaged the country at the beginning of the year, **Melbourne organised blood drives in partnership with the Australian Red Cross** to provide much needed blood donations. When the pandemic hit the country, blood was once again required, prompting the team to mobilise and organise blood donation drives over an extended period of time. The team also managed to support 600 asylum seeking families through a virtual food drive, donating essentials to the Asylum Seeker Resource Centre.



Towards the latter part of the year, as restrictions eased, more teams were able to organise blood donations, food drives for the homeless and other activities. **Perth managed to collect over 100 blood donations, Brisbane raised \$5700 AUD** to provide necessities to the homeless and Christchurch ran an art challenge to keep people busy during quarantine. The Christchurch team also initiated a campaign raising awareness of domestic abuse, in partnership with other local organisations. Through this campaign which featured a diverse group of local Christchurch community leaders and influencers, they aimed to help communities understand what domestic violence looks like and how to access support. Their monthly food drives for the homeless resumed, and for their efforts during blood donation drives, the team received a certificate of appreciation from the Red Cross.

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## Acknowledgements & Thanks

Our activities and campaigns for this year would not have been possible without the generous help and support of our stakeholders.

Firstly we'd like to wholeheartedly thank our donors, for their financial support throughout the year, and since the organisation's inception, without which we are unable to inspire others to spread the values of compassion, dignity and justice. These considerate donations go towards organisational activities ranging from marketing campaigns to the on-the-ground events organised by our global volunteers.

Our mission to build a compassionate and just society would not be possible without the efforts and hard work of our selfless volunteers around the world. They are the backbone of the organisation, putting others' needs above their own to serve the most downtrodden and vulnerable in society. The altruistic nature of our volunteers truly makes this organisation what it is and is a testament to its exponential growth. We are deeply grateful for your commitment to the cause and dedication to the service of others. May you all be rewarded inextricably with the strength and health to continue to serve.

We'd also like to acknowledge our fundraisers, who, simply through their charitable nature and efforts have lended immense support to our campaigns. To Gurnam and Daljit Singh, Mariam Mahmud and Mahdi Shabir, your charitable efforts in the *Rebuilding Beirut* campaign contributed to restoring hope to impoverished families whose homes had been destroyed in the Beirut blast. This is most invaluable, not just to the organisation, but to the countless number of families who will now have a roof over their heads, thanks to you.

To our charity partners your constructive advice and financial assistance has facilitated a significant impact in campaigns and in our continued growth. We are truly appreciative of the time and efforts offered by you all.

Finally, to all those who have engaged with the organisation, whether virtually through our social media, or in-person at events, we thank you for your sustained interest in furthering the cause and spreading good values. You all provide us with the determination and encouragement to continue working towards making this world a better place for everyone.

Thank you!

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