

2021

ANNUAL REPORT



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2021 ANNUAL REPORT

The tumultuous events of the previous year made way for an opportunity to restore much-needed hope. At Who is Hussain we did just that. As the world slowly recovers from the coronavirus pandemic and its disastrous effects, our teams around the world ramped up their efforts to make 2021 an optimistic and positive year.

In this year's annual report we explore the undeniable impact our teams made within their local communities to rebuild, revive and recover hope, and we look ahead, towards 2022 when we celebrate an exceptional milestone: *the organisation's tenth anniversary*.

A MESSAGE FROM THE TRUSTEES

In these trying times it would be altogether too easy for our societies to fragment. Everyone could retreat into their own sanctuary, focussing on their families, jobs, health and wellbeing. After all, who could judge that response in the midst of a pandemic?

It is true courage therefore to take up the mantle of building communities back better. To throw oneself into the chaos of economic upheaval, healthcare challenges and welfare crises. After all, Hussain ibn Ali's life is a parable of bravery in adversity. **And that is why I am so proud of the work Who is Hussain teams do.** They have not shied away from their responsibilities. The communities we serve need Who is Hussain more than ever.

This past year Who is Hussain teams have run more initiatives in a greater number of places, serving more people than before. That is quite an extraordinary feat. By the numbers, this year has seen 736 events, 167,000 + beneficiaries and thousands of live-saving blood donations. To offer context, the number of events in 2020 was 357. But this is merely the surface. For beneath each event is a volunteer team committing dozens of hours, often making considerable sacrifices. What's more, it's not superficial work, but meaningful and I believe consequential for the beneficiaries.



Let's take Mbeya, Tanzania, as one example from our 50+ teams.

In 2021 the Mbeya team provided: food boxes and groceries to families, offered medical screening, organised a blood donation drive and provided mentorship on social issues in schools.

That covers three levels of community engagement across one year: (i) immediate economic impact, (ii) long-term health and medical support and (iii) transformative social work for the next generation. (More about the Mbeya team later in this report.)

A MESSAGE FROM THE TRUSTEES

(continued)

This I believe encapsulates the work of Who is Hussain. We work to understand what our communities need, and then we marshall our resources and creativity to deliver solutions. It is sustainable work delivered by local community members, empowering their neighbours.

This year we have also continued to bolster our infrastructure. We welcomed two new members to our team, recruiting Muntazir as Director and Fatemah as Global Team Leader, and they have brought great energy and ideas to their roles. We continue to develop our website and marketing tools with gusto and our social media numbers are very encouraging, too.

For my sins I am a football fan and no assessment can be made without a football analogy (sorry!). A high-achieving football manager in the Premier League (that rules out my team) recently attributed his success to those around him. “I have not scored one goal,” he said, “or made one assist.” The accolades his team achieved were a result of those around him.

This is true of all organisations and Who is Hussain is no different. I and the other trustees sincerely thank our brilliant staff, who under the leadership of Muntazir have shot to new heights. We are in deep gratitude to our volunteers, who, come rain or shine, in cities large and towns small, surpass every expectation - often unthanked and without acknowledgement.

Our thanks are also due to our partner organisations - NGOs, religious organisations and local community bodies - who put their trust in us. And to our donors, who support us without equivocation and with astonishing generosity. Thank you.

This next year will be our tenth. Muntazir, the trustees and I can't wait to share some of our truly exciting plans for 2022. We look forward to building on this year's success together with you then.

OUR DIRECTOR'S MESSAGE

As I reflect on my first year in this role, I can only admire the resilience shown by our teams on the ground who carry on working through unprecedented times to keep serving their local communities inspired by Hussain ibn Ali. The numbers, as you will see, are phenomenal and that is also testament to the leadership we have been able to deploy with our new structure and salaried staff. Furthermore, the depth of the work has also developed significantly, and teams such as Chicago, Mbeya, Mombasa and London (to mention a few) have really honed in on the pain points their local society struggles with, and service these needs on a regular basis.

This past year has also seen the foundation strongly build ties with organisations closer to home to achieve great things. Whether it is Stanmore Jafferys Running, The Zahra Trust or

Lady Fatemah Trust - The Who is Hussain Foundation has teamed up with them to deliver impactful projects. Indeed this is an area of our overall vision we want to build on going forward, and we are already in talks with some exceptional charities to plan for what will be an even more impactful 2022. Finally, the wider team that the Central Team is composed of deserve a mention, be it the finance, fundraising, merchandise or content team, all put in an immense amount of effort behind the scenes.



2021 IN NUMBERS



WHERE WE MADE AN IMPACT



GLOBAL TEAMS: OUR IMPACT AROUND THE WORLD

The breadth of activity across all our global teams is extensive - to detail the impact of each and every Who is Hussain team would be far too lengthy.

Therefore, what follows is just **a mere snapshot of the activities taking place across all the continents** in which our teams are located.

This by no means seeks to highlight that one team is above another - **there is no doubt that all our global teams are equally making an impact** in their local communities, meeting required needs, spreading kindness, and reinvigorating hope.



Mbeya, Tanzania (Africa)

In the picturesque southwestern Tanzanian town of Mbeya, away from the bustling larger cities, the Who is Hussain team have been in action for almost a year.

Working closely with underprivileged communities, they have been **providing hot meals, food boxes and other grocery supplies** to help families put food on the table. In a society where issues affecting young children and youth such as early marriage, gender parity and teenage pregnancy are rife, our teams combat this by organising presentations in secondary schools to raise awareness and provide advice to the next generation.

Like in the rest of the country and continent, unfortunately, access to healthcare is a constant challenge. Those living outside of the major cities struggle to get the medical assistance they need, and often curable illnesses become fatal.



Recognising the need for medical help the Mbeya team **organised two medically-focused events, combining free medical screening and blood drives**. People benefited from free medical screening of diseases such as Hepatitis, Malaria, venereal diseases and tests for diabetes, hypertension and other non-infectious diseases. For those who could, they donated blood, and the team managed to collect over 65 units - enough to **save over 200 lives**. The impact these events have on the local population is immeasurable.

Beirut, Lebanon (Asia)

As one of the more longstanding teams, the team in Lebanon have established themselves within their local community and are recognisably amongst **one of the go-to organisations in Beirut** for serving those most in need.

Going from strength to strength the team in Lebanon have broken national blood donation records, rebuilt and renovated homes after the disastrous blast in August 2020 and are supporting many of the city's youth who are deprived of an education, with educational workshops. With the onset of the global pandemic numerous small businesses - people's livelihoods - were in jeopardy. Individuals were struggling to feed their families and sustain their businesses, leading to a decline in morale and hope.

With the economy in recession, Who is Hussain Lebanon continued to provide assistance wherever they could - whether that was through grocery boxes, hot meals or financial assistance - they were always looking out for their neighbours whom they could help. Their ultimate goal was to serve. The **10 days of kindness** campaign aimed to do just that - raising hope was merely a by-product.



Dedicating each day to a particular act of kindness, the team meticulously organised 10 events in 10 days. Amongst these acts **over 1,000 masks** were distributed to protect against the ongoing coronavirus, food and essential items were given to impoverished families, and refreshments were given to sanitation workers. More notably, however, were the other acts that the team undertook - with the decline in the economy, the population is increasingly suffering financially. The team **supported small businesses and street vendors** by purchasing their goods and distributing them to underprivileged families and the public, in addition to paying off loans and debts that they had taken to start or grow their businesses.

Overall, the team managed to positively impact the lives of over 2400 individuals - an incredible feat, and which undoubtedly re-ignited some hope.

Chicago, USA (North America)

Setting schoolchildren, from impoverished, low-income families, up for the new school year has been at the forefront of our Chicago team's activities for the year. The team have become well-known across the city for their backpack drive, collecting and distributing back-to-school supplies for children from underprivileged families, to provide them with a good start to the new school year. Launched in 2016, with a mere 350 backpacks, the team reached phenomenal **success this year with 1,200 backpacks** which were packed and distributed to children in local schools.



This event, as it has in previous years, garnered significant media coverage from ABC, CBS WGN, FOX and UNIVISION - a Spanish language channel, expanding the reach amongst the spanish-speaking residents of Chicago. Many individuals from the local community volunteered to help pack the bags bringing together people from all walks of life.

Not only did our team provide Chicago schoolchildren with a fresh start to the new year, they built lasting relationships with the local community in the process.

It really is incredible to witness the uniting of communities for a common purpose - that of serving those who need it the most.

Buenos Aires, Argentina (South America)

A relatively new team, **set up less than a year ago**, volunteers in Buenos Aires did not hesitate to start serving communities in need, organising ten events this year.

In a country which may rarely have heard of Hussain ibn Ali and the values he stood for, the small team seek to spread the values that he embodied - those of love, compassion, justice - values that are common in all the Abrahamic faiths. With a majority-Christian population, events are tailored to help *anyone* and *everyone* who may need it - no matter their faith.

Since the onset of the global pandemic, and the increased vulnerability of local impoverished communities, the team have distributed food and essential items to over 100 families in need, provided more than 90 gallons of clean drinking water to the most poverty-stricken province in Argentina and spread environmental awareness through handing out plants to the general public.



Organising these events within the local communities, not only spreads awareness but it builds long-lasting relationships - regardless of faith, background and creed. Humanity supersedes. One event in particular, organised by the team, stands out. With thousands of pilgrims flocking to the shrine of the Lady of Lujan, many on foot, the journey can be tiresome. To serve these pilgrims travelling from Buenos Aires, volunteers set up a stand along the way, distributing food and water, with the aim of easing their journey. **Over 3,000 pilgrims benefitted from this service**, many of whom expressed their gratitude for this act of kindness. A true expression of solidarity with our fellow neighbours, and humans, all in the honour of Hussain ibn Ali.

Sydney, Australia (Oceania)

With the Afghan crisis escalating over the summer millions of Afghans fled their homes to find safety. Thousands of refugees arrived in Australia, without much of their possessions, leaving families in desperate need of basic necessities especially for their children. The Who is Hussain team in Sydney, who have struggled to organise events due to the pandemic and the heavy restrictions in place, managed to safely organise a donation drive for Afghan refugee families.

Highlighting the need for baby supplies, they received significant donations of nappies, clothes, non-perishable foods, toys and equipment from generous donors within the local community in a very short space of time.

A total of 40 refugee families with young babies and children were supported through this drive, owing to the generosity of the donors galvanising quickly to ensure these families were not left unsupported.



Paris, France (Europe)

To honour the memory and sacrifice of Hussain ibn Ali and his companions, the team in France bravely **took the #SpeakOut campaign to a greater level**, especially given the political climate of the country. This campaign aimed to encourage individuals to speak out against social justice issues affecting populations globally. They dedicated an entire day - the day of Arbaeen - 40 days after the day of Ashura, to share the timeless message that Hussain sought to spread - that of humanity, compassion and solidarity.

Thirty volunteers toured the capital city to engage with the public and stimulate thought-provoking conversations. With more than 300 water bottles being distributed to passers-by, this **initiated discussions around the shortage of clean water** around the world.



Encouraged to share opinions, volunteers documented responses, by asking the public to pen down their messages of hope and thoughts on the social issues ravaging the world on a large placard with the invitation, élève tavoix - raise your voice.



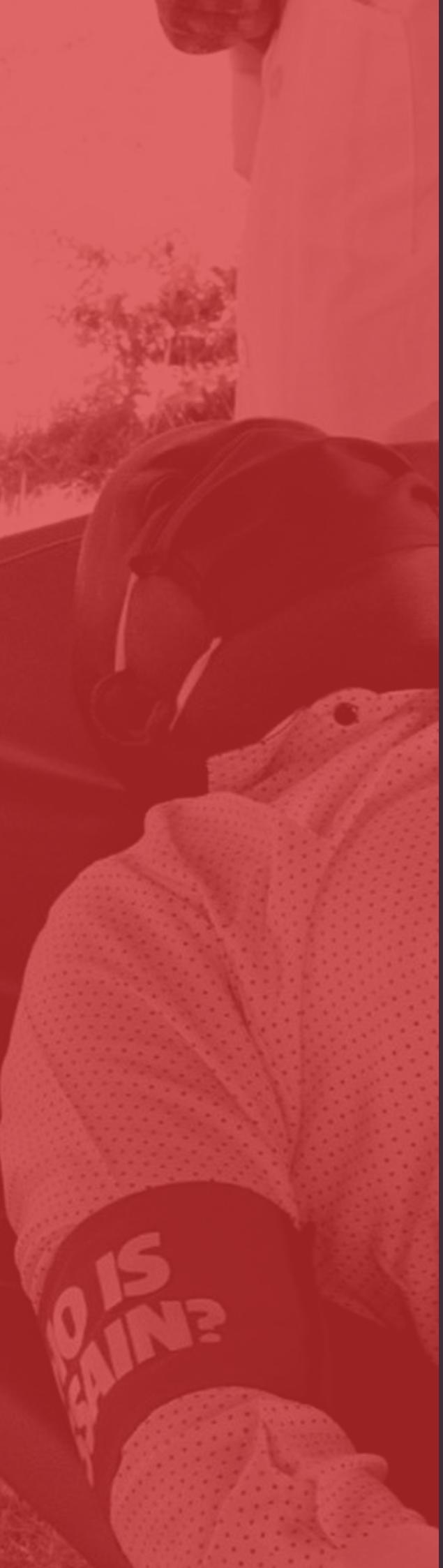
Courageous and brave, our teams put themselves out there to spread good values and highlight issues of social justice. Through this, they **built relationships** with those whom they otherwise may not have interacted with, and show to their local communities that we can all come together with shared opinions and thoughts, despite differing faiths, backgrounds and creeds.





Suffice to say **all our global teams** are making a significant impact in their local communities. Serving those most in need and vulnerable, and raising awareness of social justice issues, our global volunteers are inspired by none other than Hussain ibn Ali, who, through his actions, was the epitome of justice, compassion and kindness.





CAMPAIGNS

In addition to the regular, year-round activities and events organised by our global teams, our seasonal campaigns form the epicentre for peak levels of activity.

With the world recovering slowly from the disastrous lasting effects of the coronavirus pandemic, communities are still very much in need - not just economically, but medically, too.

#GIVE

The successful #GIVE campaign which has been **running for five years** now aims to provide life-saving heart surgery and treatment for impoverished children. To date **almost two dozen children** have been given a new lease of life through surgeries and treatment, with many more still in need. This year, we chose to be more ambitious. Setting a hopeful **target of £60,000 we not only met it, but surpassed it!** This was in no doubt due to a significant number of eager and motivated crowdfunding and fundraisers who desired to do their part.



This campaign gave rise to our **first group of marathon runners. 22 individuals** from a northwest London community group, Stanmore Jafferys, signed up to participate in the London Landmarks Half Marathon (LLHM). Many of the participants had never run long distances before. This became a sponsored event for the campaign, and as word spread rapidly about the impact these funds could have on the lives of impoverished children in Iraq, the donations came rolling in!

As a result, the **runners raised over £55,000**, and, along with other direct donations, the total amount raised was **just over a phenomenal £80,000**. This will indeed have an incredible impact on the lives of so many children, and bring hope to their families.

#SPEAKOUT

*At a time when the world cannot be silent anymore, when millions around the world are suffering, **those who can should speak out.***

This social media campaign, entitled #SpeakOut, invited people to speak out against the issues affecting communities worldwide. Issues entrenched in much injustice, inequality and oppression, are - more often than not - the issues that are often subverted and not addressed in the media. With the objective of amplifying the voices of those who are oppressed, without speaking over them or for them, this campaign highlighted a wide range of issues.



From racism and inequality to climate change and plastic pollution, our social media posts highlighted these issues and suggested ways in which the public could use their voice - be it vocal or virtual - to speak out. Our audiences across all social media platforms were **encouraged to raise awareness** of the plight of marginalised communities such as the **Uyghur population and the ongoing conflicts in Darfur and Afghanistan**, in addition to continuously stand with the **persecuted Palestinians and the Yemeni people engulfed in the worst humanitarian crisis** the world has ever seen.

With **police brutality and the Black Lives Movement** making headlines in 2020, we could not let the vigour with which these voices emerged fade away. Similarly, inhumane abuses suffered by women, children and indigenous populations should not be dismissed. All these were addressed in our social media campaign, which sought to empower people to speak out.



#SPEAKOUT

In line with the social media campaign, our global teams continued to organise and hold events to alleviate the suffering of those affected by these issues. In **London**, for example, our volunteers continued to hold weekly food drives for the city's homeless **offering, in addition to hot meals and necessary supplies, other services such as free haircuts providing homeless guests with hope and a new outlook.** The team also organised a fundraiser walk to **raise funds for domestic abuse victims** during which they distributed essential packs to the homeless they met on the way.



The Texas team, having identified a refugee who was a football / soccer fan, went above and beyond to find and deliver football gear to their house. For our teams, they strive to spread compassion and kindness in everything that they do, and do their utmost to restore happiness and reinvigorate hope, especially for those who have suffered atrocities, and continue

With the influx of refugees seeking safety, especially in North America, several teams organised **donation drives for refugees**. Leaving most, if not all their possessions behind, families with young children have been left without much needed supplies. Keeping this in mind, the team in **Maryland, Texas and Sydney** (as highlighted above) specifically requested donations of essential items for babies and young children, in addition to basic essentials such as non-perishable foods, clothes and hygiene products.

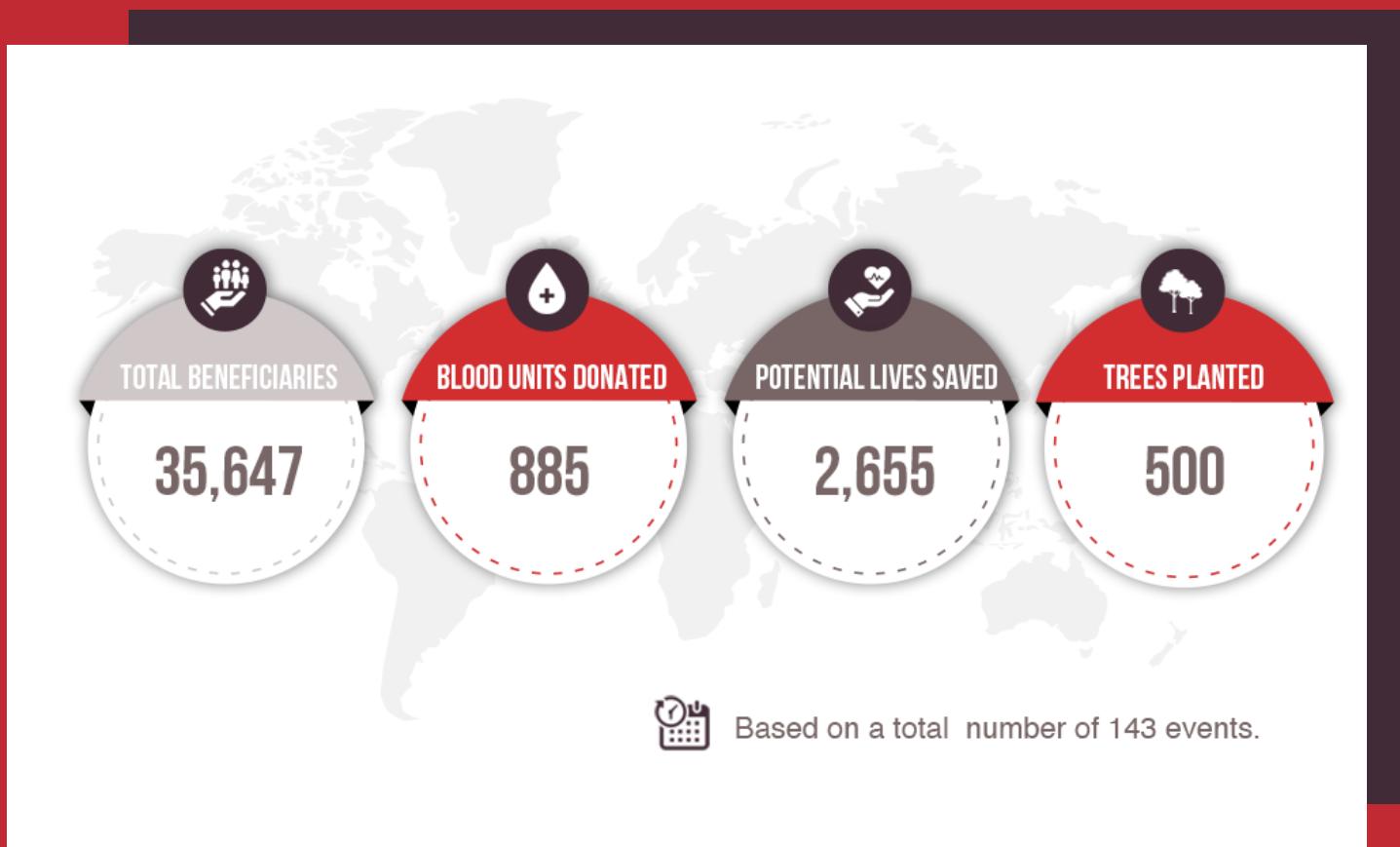


#SPEAKOUT

Our **Karachi** team, in a bid to do their part to preserve, conserve and **care for the environment**, organised a **cleanliness drive** during which they raised awareness of the importance of preserving our planet - our only home. Successfully so, as they managed to enlist numerous enthusiastic volunteers from the public.

Keeping in line with their environmental stance during this campaign the team also organised a **tree plantation** with the young as well as old, bringing the community together. Collectively they **planted an extraordinary 500 trees**, contributing to combating global warming.

As with all their events throughout the year, during this campaign, teams continued to **provide hope and ease the suffering of those affected by global issues**. Through their acts of kindness, through their remembrance of those who are suffering, through extending a helping hand to the vulnerable, our teams **hope to inspire the wider public to serve humanity**.



The impact our global teams and their volunteers had on their local communities during the #SpeakOut campaign

PROJECTS & APPEALS

Activity continues outside of the main campaign seasons, with the numbers of those in need never really subsiding. Many teams have forged relationships with local communities and organisations, ensuring that they establish themselves somewhat as the good samaritans to whom anyone can go to when in need.

Below are just a few examples of the projects from this year which have made a significant positive impact to those most in need.



Kinshasa, Congo Orphanage

What began as a regular visit to a local orphanage, to distribute gifts and spend time with the orphans, became an **inspirational and impactful project**.

Earlier this year, on their visit to the orphanage, the Kinshasa team discovered that **over 50 orphans had no permanent home** despite being under the care of the local orphanage. They were made to stay in unfit and often unsanitary conditions, in shelters, churches and neighbours' houses. The team decided they could not just stand by and do nothing. Having increased the frequency of their visits to spend time with these orphans, it was when they organised a hot breakfast for the children that the team understood what needed to be done. These children needed security, they needed a roof over their head, they needed to feel at home.



What followed were renovations to ensure the property was up to a high standard, including drilling a borehole and the installation of a water tank for a sufficient and clean water supply, so that it would provide the children with the shelter, food, education and care that they deserved.

Five months after the initial visit to the orphans, the property was ready. Excitement filled the air as the new home was revealed to the children.

Finally, they had somewhere to call home.

Almost immediately, the team started to research local available properties which could be adapted to suit the needs of these wonderful children.

A place that could be their home and cater to all their needs. After months of persistent searching and viewing properties, and a rigorous fundraising campaign, the team secured the perfect place.



Bangalore, India

Oxygen crisis appeal

When the second wave of the coronavirus hit India in March of this year, the results were devastating. With **34 million positive cases, and half a million deaths**, resources were stretched. Like many countries around the world, hospitals were overwhelmed, bedspace was sparse, but India in particular had an alarming **shortage of oxygen machines**.

The Bangalore team knew they had to act - and act fast. The oxygen shortage was severely affecting Covid patients across the city, as stock began disappearing from circulation.

With the aim of procuring a few ventilators initially, the Who is Hussain India partnered with the Who is Hussain Central Team to launch an international emergency online appeal. Setting a target of £16,500 this was astonishingly crowdfunded within 24 hours! The astonishing generosity of donors from around the world helped to **raise over £20,000** which enabled the team to **obtain over 50 machines**.



Setting up the '*Give Hope Oxygen Bank*', the Bangalore team ensured this would be easily and readily accessible to whoever needed it. A system was put in place whereby anyone who needed medical assistance through oxygen could get it 24/7, **at no extra cost**. The Bangalore team were on call through a 24/7 helpline, assisted by specialist doctors, and employed a rickshaw driver to deliver these machines to patients in their homes. Logistics were set up extremely efficiently by the team, filling a gap left by the local system, supporting and ultimately providing **over 100 people with medical help** they so desperately needed.



What preceded was just a snapshot of some of Who is Hussain's 2021 global collaborations. As we enter a new year, we're thrilled for the opportunity of new and exciting collaborations with charities and community organisations to undertake several relief projects - stay tuned to find out what's to come for 2022!



ACKNOWLEDGEMENTS & THANKS

In a year which was just as difficult as the last, a year that brought many harsh world truths to light, a year where businesses and organisations suffered, where communities felt immense hurt, Who is Hussain had a solemn responsibility to act. Whatever goodness that was done - **this is solely due to you**, our supporters who have been with us every step of the way.

Recognising the increased suffering and difficulty faced by so many, especially during these difficult and unprecedented years of the pandemic, only boosted the intensity of your support. Whether this was through time, money or energy, your contributions were felt throughout the organisation, and, we hope, by the people and communities we serve.

Our sincerest thanks go to all our donors, regular, past and present - without whom we cannot share the message of Hussain ibn Ali, he stood so steadfastly for, with the world. Your generosity is admirable especially during these difficult economic times and every contribution, no matter the size, contributes greatly to the organisation's activities.

It is always a pleasure to collaborate with our charity and community partners. The assistance, whether financial, advisory or personnel, that you provide for our campaigns and projects is deeply valued. This allows us to collectively make an even greater impact on the individuals and communities that we serve.

Special acknowledgments go to our remarkable runners, who, despite the odds, ran an incredible half marathon at the London Landmarks Half Marathon. Through your incredible efforts, time and energy you collectively raised over £50,000, contributing to the #GIVE campaign, which will grant so many children a new lease of life. You are all truly awe-inspiring, and to you we extend to you our sincerest gratitude and appreciation.

And finally, to our teams and their volunteers, without whom this organisation would not exist, let alone flourish. Your **enduring enthusiasm and lasting dedication**, as always, is translated through your actions to serve your local communities. By going above and beyond, especially during these current difficult times, truly epitomises humanity, and above all, what it means to be a Hussaini. This year has been an exceptional one, **reaching a record number of events** serving those most in need, for which you should be proud.

LLHM 2021 Runners:

Afifa Alihassan
Ali Panju
Ammar Farishta
Arif Chandoo
Ashiqali Damani
Asifali Kassam
Burayha Fatima Lalji
Fatima Chagpar
Fazleabbas Mohammedali
Haider Alassam
Hassan Manji
Irfanali Shivji
Karishma Damani
Kayam Moosa
Muhammad Damji
Mustafa Muraj
Mustafa Ramji
Mustafa Walji
Safder Dhirani
Sajjad Kassamali
Shafana Muraj

Our sincerest thanks to you all.



LOOKING AHEAD TO 2022

There is still so much to be done, we have merely skimmed the surface.

As 2022 marks the organisation's tenth year, it promises to be a big year. Not just for the organisation, which has indeed come such a long way in such a short space of time, but for those that we serve.

With large-scale relief projects in the pipeline, new and exciting charity collaborations, we will be widening our reach and expanding on the current work that we do. All this whilst exploring new and holistically appropriate ways of raising awareness, building compassionate communities and helping those most vulnerable.

The best is yet to come - we hope you'll join us on this incredible journey!