

WHOISHUSSAIN.ORG

WHO IS HUSSAIN • JAN-JUN 2026

2026 MID-YEAR IMPACT REPORT

How ordinary people in over 60 locations turned values into action.



A WORD TO OPEN

IN THE MIDST OF IT ALL

The world in 2026 is not an easy one to sit with. Wars continue to rage. Civilians are besieged. Whole peoples are being displaced, starved and silenced. This is not by accident. It is by design. In many places, oppression has deepened. And the world watches, scrolls and moves on.

But some people do not move on. They cannot.

History has seen people like this before. They looked at injustice and refused to accept it. They chose dignity over convenience, at great personal cost. This is Hussain ibn Ali. Over fourteen centuries ago, he faced overwhelming power. He made a choice that still echoes today. Some things are worth standing for, whatever the odds.

That choice is not ancient history. It is a living challenge. Every generation faces its own version of that moment. The moment when silence would be easier. When looking away would cost you nothing. What we do in that moment defines us.

Who is Hussain was built on a simple belief. Ordinary people, in ordinary cities, can rise to that challenge. Not through grand gestures, but through steady, principled action rooted in compassion and justice.

The first half of 2026 has tested that belief in all of us. Our teams around the world have answered. Here is what we have been doing, together.



**SOME THINGS ARE WORTH
STANDING FOR, WHATEVER
THE ODDS.**

THE HALF-YEAR AT A GLANCE

2026 SO FAR

In six months, our teams have shown up in more than 60 locations worldwide. They showed up for their communities, for strangers and for the values that unite us all. The numbers speak for themselves.

60+

LOCATIONS WORLDWIDE

6

CONTINENTS ACTIVE

MID-YEAR IMPACT SNAPSHOT

WHOISHUSSAIN.ORG

2026 MID-YEAR STATISTICS

HIGHLIGHTS FROM GLOBAL TEAM ACTIVITIES

JANUARY TO JUNE 2026



28,438

PEOPLE FED



668

UNITS OF BLOOD
DONATED



293

EVENTS HELD ACROSS
ALL TEAMS



26,188

BENEFICIARIES
SERVED



2,004

LIVES SAVED
VIA BLOOD DONATIONS

YOUR SUPPORT MEANS MORE THAN JUST A DONATION.

JOIN OUR MISSION AND HELP BUILD COMPASSIONATE COMMUNITIES AROUND THE WORLD

ON THE BIG SCREEN

LIGHTS, CAMERA, IMPACT

DOUBLE BRONZE WINNER

We are proud to share some good news. Our documentary **'Hussain: Inspiring Generations'** won a double bronze at the Smiley Charity Film Awards. The film follows volunteers from around the world as they travel to Karbala. It traces how the legacy of Hussain ibn Ali still moves people today.

It gives them courage, renews their hope and inspires them to serve others. Watch it. Share it. Help the story reach further. Thank you to everyone who voted for us. You are part of this win.

[Watch the documentary ↗](#)



ON THE GROUND

MANY CITIES, ONE MISSION

From blood donation camps to food drives, our teams across six continents have turned values into action. Here is a snapshot of what happened on the ground in the first half of 2026.

EUROPE

Swiss French (Geneva)

Winter kits, sleeping bags, hats and gloves distributed to people experiencing homelessness at Geneva International Airport.



AFRICA

Dar es Salaam

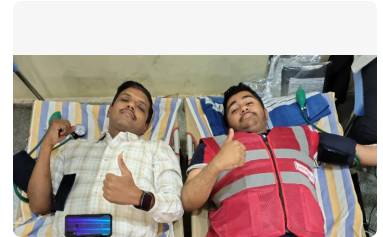
600 Ramadhan food baskets delivered to families across five communities, including widows and children at a local orphanage.



ASIA

Alipur

72+ voluntary blood donors at the Blood for Brotherhood camp, organised with the Red Cross and Lions Club. A strong youth turnout.



MANY CITIES, ONE MISSION

2026

NORTH AMERICA

Southern California

70+ Eid gifts wrapped and delivered to refugee children by 30 volunteers, with \$2,500 raised. An annual tradition.



SOUTH AMERICA

Buenos Aires

Trees planted in an act of environmental stewardship, a commitment to the earth and to future generations.



OCEANIA

Adelaide

Bags of recyclables collected at a community spring clean-up with the Rotary Club of Salisbury, leaving Green Valley Drive cleaner.



AT HQ

BEHIND THE SCENES

A lot of our work happens quietly, so the impact on the ground can keep growing. Here is a look at what has been happening at our central team HQ.

Planning and priorities

We brought our Central Team together to plan our priorities for 2026. We sharpened our focus across campaigns and global team support, and improved how we work day to day.

A better digital home

A new website is nearly ready. We have redesigned it to be easier to navigate. It will help you understand our impact and get involved. Watch this space.

Stronger operations

We added new systems, automations and infrastructure, including new banking systems. These help us work more efficiently, collaborate better and grow our impact.

Investing in our teams

We ran development calls with teams across the world to shape strategy and build momentum. We also improved onboarding to strengthen leadership and consistency.

GAZA CONNECT

HUNDREDS OF MESSAGES OF SOLIDARITY

We invited people worldwide to send messages of support to those affected in Gaza. In just a few weeks, hundreds were shared. All of this exists for one reason. It strengthens the work you see on the ground. Thank you for your continued support.



WHAT WE ARE MOBILISING AROUND

CAMPAIGNS

#GIVEGAZA

Gaza reminds the world what happens when power goes unchecked and the vulnerable are left without protection. Since we launched #GiveGaza, we have worked to make sure vital medical care reaches those who need it most. Here is a snapshot of what your donations made possible between February and April 2026.

TREATMENTS PROVIDED ACROSS GAZA CITY AND MOBILE CLINICS



MUHARRAM CAMPAIGN

Every year, the anniversary of the death of Hussain ibn Ali invites us to ask a question. What does Hussain mean to the world today? This year, we answered it differently. Global interest in his story has reached new heights. His name is trending and reaching people who have never heard it before. That moment called for a response.

Over 12 days, we linked the injustices the world is already fighting to the story of Karbala. We shared it not as a history lesson, but as a mirror.

[Follow it here](#) ↗

GREENER TOGETHER

COMING SOON

Every year the world creates over 2 billion tonnes of waste. The burden falls hardest on the most vulnerable communities. We believe caring for the earth is an act of service. Later this year, our teams will take part in World Clean Up Day. We will run clean-ups, recycling drives, tree planting and awareness sessions. Justice is not only about people. It is also about the world we leave behind for them.

FUNDING GOOD IDEAS

GIVE BACK GRANT

The Give Back Grant turns good ideas into real impact. We fund our teams worldwide to run meaningful, community-led projects rooted in our values.

IMPACT OVERVIEW • 2023 TO MID-2026

3.5

Years the grant has
been running

14

Total projects
supported

7

Projects focused on
education

11,028

Beneficiaries supported

Projects completed

6

of 14

Projects in progress / reporting

8

of 14

PROJECT SPOTLIGHT • TORONTO

Arriving in a new country is not just about moving. It is about starting again. A new place, a new language, new uncertainties and the quiet fear of what tomorrow will bring.

500+

INDIVIDUALS
SUPPORTED

115

FAMILIES WELCOMED

Over five months, our Toronto team worked with Share2Care and the Hazara Women's Organisation. Together they supported refugees arriving from Gaza, Afghanistan, Nigeria and beyond. These are people who left everything behind to find safety. The team helped with grocery trips, backpack drives, English classes and employment workshops. They also held simple park meet-ups where children could just be children. Every act carried the same message. You are not alone here.

[Watch the story here ↗](#)



REACHING FURTHER

INTRODUCING HUSSAIN TO NEW COMMUNITIES

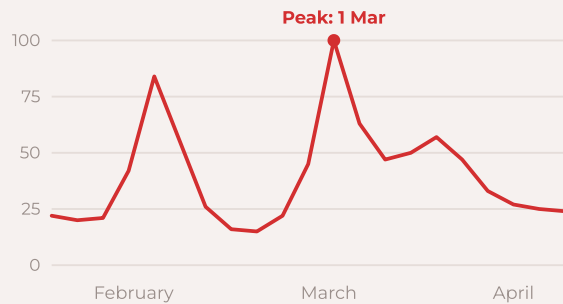
For over 12 years, we have been introducing Hussain ibn Ali to new communities through our global teams.

To give you an idea of the scale, we average one event somewhere in the world every day of the year.

In 2026, we saw an opportunity to reach new communities through online media. In early 2026, we saw a sharp rise in searches for “Imam Hussain” on Google and YouTube. (Hussain ibn Ali is sometimes referred to as “Imam”, which means leader in English.)

GOOGLE WEB SEARCH

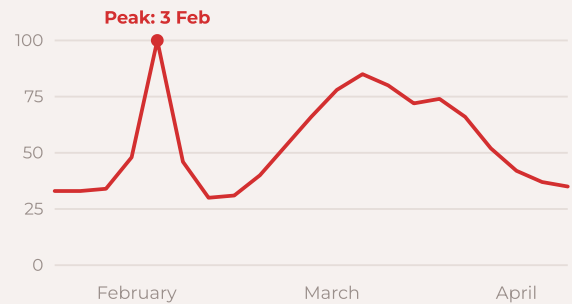
“Imam Hussain” · worldwide



Source: Google Trends, worldwide, past 3 months. The scale runs 0–100; 100 is the peak of search interest in this period, not a literal count of searches.

YOUTUBE SEARCH

“Imam Hussain” · worldwide



Source: Google Trends (YouTube), worldwide, past 3 months. The scale runs 0–100; 100 is the peak of search interest in this period, not a literal count of searches.

A GROWING CURIOSITY

PEOPLE STARTED ASKING

We also noticed people who had previously never heard of Hussain start asking questions.



Thomas Keith
@iwasnevrhere_

“What's happening now carries the shadow of Karbala in its contours. People are still stunned, still trying to understand the scale of what has begun, but the danger is real and the sorrow is deep.”

5 Mar 2026



Jackson Hinkle
@jacksonhinklle

“Ya Hussain”

3 Mar 2026

4.8M followers



JonnyUtd
@Fx1Jonny

“Can some explain the story behind ‘Karbala’ please?”

12 May 2026

112.8K views

As a result, we decided to run promotions of our flagship documentary covering Hussain’s life and, particularly, the event of Karbala.

These promotions were directed at people who had not heard of Hussain before but would have a keen interest in his personality due to relatable and complementary interests. For example, interests in activism and other historical social justice figures.

WHAT WE FOUND

RESULTS

13M+

PEOPLE REACHED

2,500+

ENGAGED WITH THE FILM

50%+

NEW TO HUSSAIN

Through the paid promotions, our documentary reached over 13 million people, with over 2,500 people engaging with the documentary.

We looked at a sample of the engagers and found that over 50% were people who had not previously heard of Hussain ibn Ali. When we looked at their detailed bios, we found they were just the types of people we had hypothesised would positively engage with Hussain's character.



Sue M

@SueMill05309758

Dedicated teacher. Proud Australian resistor.



Carolyn Eley

@CarolynEley2

Ex-journalist, lecturer, activist, sculptress.



Dr. Nine Katherine

@NinaKather93319

Chair, Foreign Policy Initiative. Proud American.



Ava

@malania07

US/UK. 3,500+ followers.



Greg Lucas

@GregLucas07

Governance and nature advocate.



Tempe Tweeter

@tempe_tweeter

79 years following politics.



tulasi sisti

@tdsisti

Writer, social commentator, political activist.



Tavydawn3

@tavylds

Finding peace through the Gospel of Jesus Christ.

IN THEIR WORDS

FILTERING THROUGH

We also had notable comments filter through to the documentary on YouTube. One such comment read:

“I WATCHED THE STORY OF HUSSAIN AND I AM IN TEARS. HIS BRAVERY, HIS SENSE OF JUSTICE. HEARING THEIR STORIES MAKES ME WANT TO BE A BETTER PERSON.”

Current world events are stoking curiosity in Hussain’s life and legacy, and our brief exercise reinforced this notion.

We will be taking these results and using them to strategise further ways we can introduce Hussain to new communities.

TO CLOSE

IT STARTS WITH US

The year 2026 has been heavy. For millions of people, it has not been a year of milestones. It has been a year of loss, of displacement and of exhaustion from watching suffering continue while the world looks away.

And yet, in the midst of it all, ordinary people have shown up. In over 60 locations across every continent, volunteers have fed families, welcomed strangers, cleaned streets and donated blood. They have stood in quiet but powerful defiance of the idea that there is nothing we can do.

This is the legacy of Hussain ibn Ali. Every donation, every share and every hour given adds up to something far greater than its parts. It adds up to a movement that refuses to be indifferent. One that believes dignity is not a privilege, and that compassion is not weakness.

There is still so much to do. But as long as people like you stand with us, we will keep showing up. Thank you.



HELP US KEEP GOING.

[Make a donation ↗](#)

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