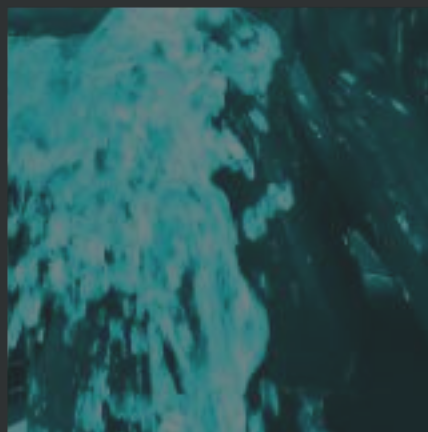
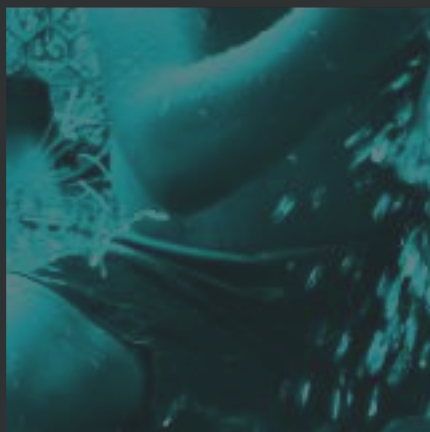




# ANNUAL REPORT

1444/2023



**As-Salaam  
Foundation**  
100% Donations Policy

**Our mission is to provide global humanitarian aid, relief  
and development with sincerity and compassion**

# INTRODUCTION

With a deep sense of responsibility, we have committed ourselves to ensuring that the foundation continues to make a significant and positive impact in the lives of those we aim to assist.

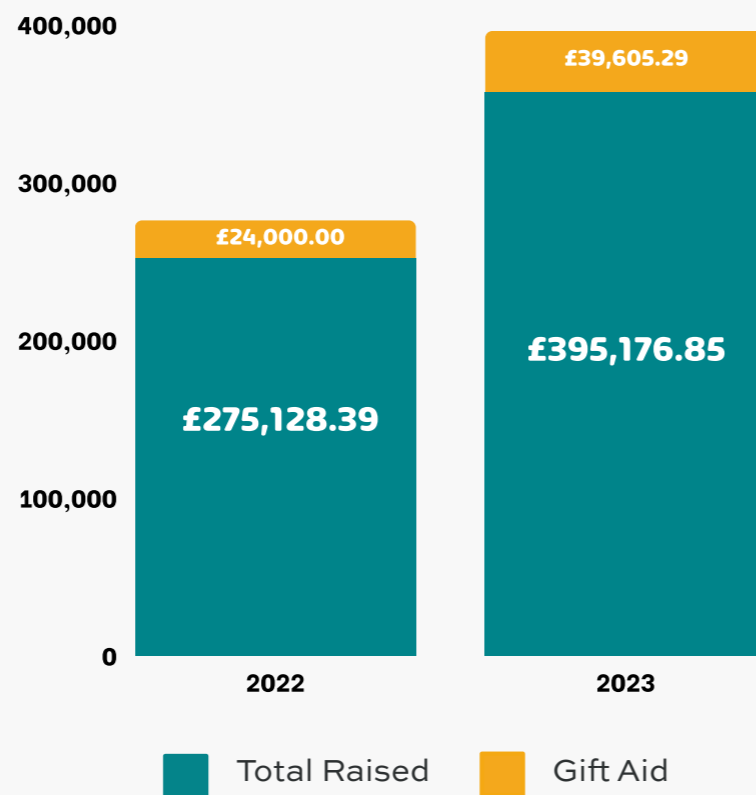
Our dedication extends beyond financial stewardship; we strive to provide **strategic guidance, ethical oversight, and a steadfast commitment** to the principles that define our charitable endeavours.

We have ensured that we have safeguarded your contributions and maximised them in the best way possible. 2023/24 brings exciting challenges and we are looking forward to listening to you to develop further. We endeavour to have you on our side for another financial year as a trusted charity that upholds its 100% donation policy.

**Gohar Khan**  
Chief Trustee and Founder



This year we have Increased our fundraising by 43.63%!



# C O N T E N T

As-Salaam Foundation is profoundly grateful for the unwavering support and dedication shown by our remarkable donors and volunteers. Your generosity and selflessness have been the bedrock upon which our mission rests, allowing us to provide global humanitarian aid, relief and development whilst extending a helping hand to those in need.

|                                 |           |
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# OUR LAST YEAR

# £178,000

## RAISED FOR EMERGENCY DISASTERS

Over the past year, the world has witnessed a series of devastating natural disasters and conflicts that have torn through communities, leaving countless lives shattered. From the **cataclysmic floods in Pakistan** that swept away entire villages to the **relentless conflict in Palestine** that has inflicted untold suffering, and the **earthquakes in Turkey and Syria** that have left thousands homeless, the scale of human hardship has been overwhelming.

During these dark times, the imperative for **global unity and collective action** has never been more urgent. The **compassion and generosity** shown by people from all walks of life have been a glimmer of hope in these crises, underscoring the profound impact we can make when we come together to lift up those in desperate need.

**50**  
ORPHANS  
SPONSORED

**WE RAISED**  
**£20,000**  
For our winter projects to provide blankets, clothing, heating, and warm meals for those in need.

**2,300**  
EID GIFTS  
PROVIDED

**QURBANI**  
**69**  
During EID we sacrificed animals on behalf of donors and provided food to the most needy.

**100+**  
EDUCATED IN  
PAKISTAN &  
BANGLADESH

**INCOME  
GENERATING**  
**80** PEOPLE  
We provided small business grants and income generating tools to help empower



**PEOPLE FED FROM  
AROUND THE  
WORLD**  
**+30,000**  
We are currently operating in **21** countries worldwide

We aim to provide sustainability to communities worldwide, providing the means to strengthen and educate the needy, allowing growth both financially and in terms of health.

We believe in providing aid impartially, regardless of race, gender, or religion, providing a future regardless of an individual's past.

# £101,000

## RAISED FOR SYRIA & TURKEY

**31**  
HANDPUMPS

**20**  
WATER WELLS

**2**  
SOLAR POWERED  
WELLS

# SERVICING OVER 21 COUNTRIES.

As-Salaam Foundation's impact spans across a diverse range of countries, each one uniquely contributing to the mosaic of our global efforts, extending our reach to regions where our support is needed most.

In these countries, we strive to address a spectrum of challenges, from education and healthcare disparities to environmental sustainability and social empowerment.

**Together, we are working towards a more equitable and harmonious world,**



Afghanistan, Bangladesh, Burma, Gambia, India, Indonesia, Lebanon, Madagascar, Mozambique, Nepal, Palestine, Pakistan, Senegal, Somalia, Sudan, Syria, Tanzania, Turkey, Uganda, UK, and Yemen.

## OUR SPONSORS

We extend our heartfelt gratitude to our sponsors whose generosity and support have been instrumental in our journey. Your belief in our mission has enabled us to create a meaningful impact and drive positive change in countless lives.

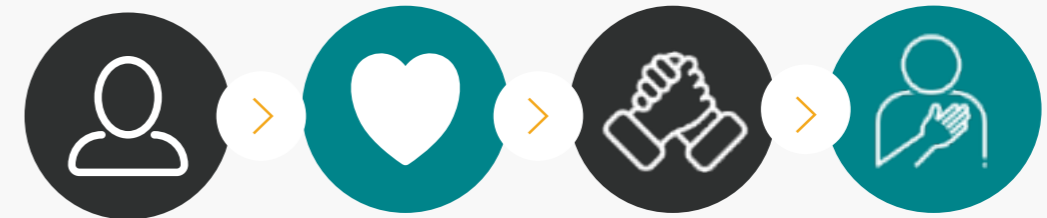
Your contributions go beyond financial support; they serve as a beacon of hope and inspiration. With your partnership, we are empowered to continue our work with passion and dedication.

**Your support is truly valued and cherished.**

Thank you for being a driving force behind our efforts, and for sharing in our commitment to making a difference.



### Core Values



#### Accountability

All donations and expenses are 100% audited and shared with our stakeholders upholding our duty of custodianship.

#### Benevolence

The security and well being of each life is of supreme importance, We endeavour to respond to suffering brought on by poverty, injustice & disasters.

#### Support

All actions are driven by our sincerity to fulfil the rights of mankind when responding to poverty and suffering.

#### Sincerity

To provide humanitarian aid to the poor and needy promoting integrated development and focusing on sustainable livelihoods.

# REBUILDING PAKISTAN

Last year, Pakistan faced devastating floods that had a **severe impact** on countless lives. Many **people lost everything** they had and were forced to seek shelter in temporary camps. More than **1,900** people lost their lives in the flooding, and almost

**33 million** were affected. While the waters may have receded, the devastation lingers on. Numerous families are still without stable homes, forced to live in makeshift shelters or temporary camps



## As-Salaam Village

In the wake of the floods that damaged or destroyed **over 12 million homes**, As-Salaam has initiated a transformative project in the **heart of Sindh**. We've constructed a village comprising more than **60 huts**, creating not just shelter but a **sense of community** for those who have lost so much.



“We almost **lost hope** until As-Salaam Foundation came along and **gave us hope**, they provided temporary shelter immediately and constructed our **dream house** within three months. We are **forever grateful** and will never forget this great deed”

Chandwali

# £116,835

TOTAL SPENT IN PAKISTAN

# 01

**800**  
EID GIFTS  
DISTRUBUTED

**10**  
HAND PUMPS  
INSTALLED

**250**  
BEDS PROVIDED

**4**  
MEDICAL  
CAMPS BUILT

**250**  
BEDDING SETS  
DISTRUBUTED

**2,500**  
HOT MEALS GIVEN

**1,750**  
MOSQUITO NETS  
GIVEN

**2,000**  
FOOD PACKS

**2**  
SOLAR POWERED  
WELLS INSTALLED

**500**  
TENTS  
DISTRUBUTED

*We are extremely thankful to ASF foundation for extending their help in Pakistan throughout the year and reaching-out the most poverty stricken and improvised strata of the society.*  
Charity Doings Foundation

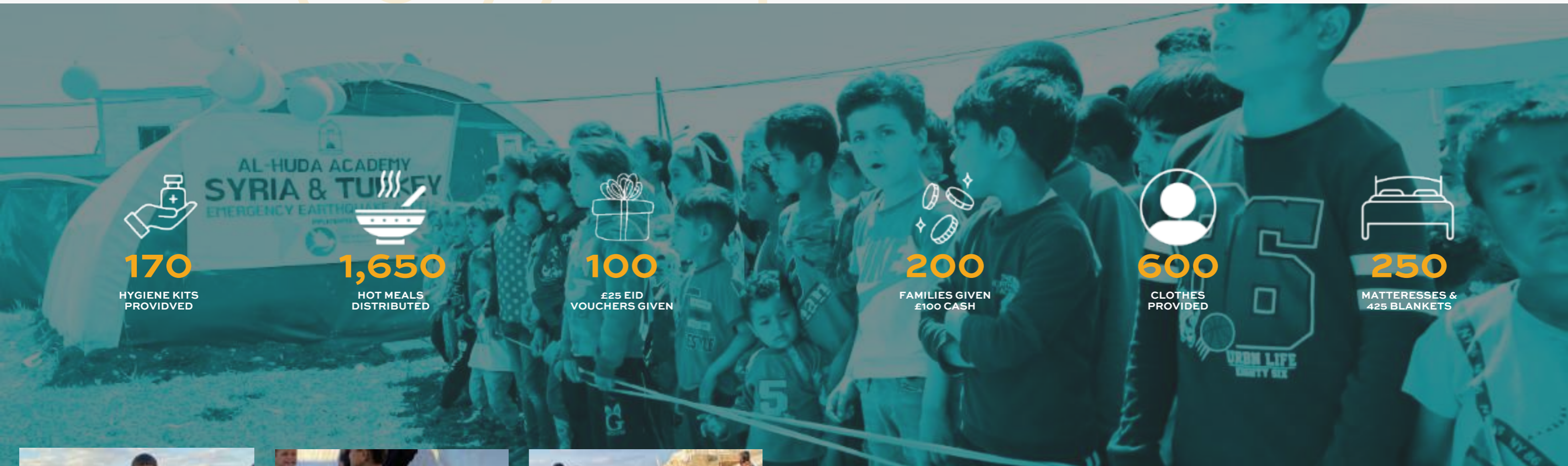
# SYRIA EARTHQUAKE RELIEF

The people of Syria, already grappling with ongoing conflicts and poverty, faced yet another calamity when a **7.8 magnitude earthquake** struck on 6 February, followed by aftershocks and subsequent quakes. This series of seismic events has had a devastating impact, causing further loss of life and adding to the already dire living conditions. The confirmed **death toll in Syria alone stands at 8,476**, with countless others injured or left homeless.



On Eid, amidst the pain and adversity that so many have endured, our charity was able to offer a glimmer of joy and a sense of normality to children and families through special celebrations.

The air was filled with laughter and smiles as children received Eid gifts, played with toys, and delighted in the colourful balloons. Through the distribution of gifts you have donated, face painting, and dressed-up characters, these children were able to enjoy a special day.



This day of happiness encapsulates the profound **difference we can make** in these lives, and it serves as a heartfelt invitation to you: **join us in our mission** to bring light to those who have seen too many dark days...



# FIGHTING THE FAMINE IN YEMEN



## Providing Food, Clothes, & Shelter

“Since Good Deed Charity organisation started their partnership with As-Salaam Foundation we have helped thousands of people in Yemen by providing them with nutritious food, water aid and clothes. Our plan for the near future is to build a bakery for As-Salaam Foundation that will provide 300 families with bread every day. In addition, we will continue to provide the people of Yemen with humanitarian aid to support them as much as we can with the help and power of Allah SWT. Jazakum Allah khair As-Salaam Foundation”.

 **10,000**  
FED IN RAMADHAN  
THROUGH #1FOR1



 **22**  
GOATS SACRIFICED AND  
DISTRIBUTED

 **100**  
EID GIFTS  
DISTRIBUTED

“Thank you As-Salaam Foundation, you have saved my life after Allah by providing me with food and supporting my family. May Allah reward you all in this life and the next life.”

Yusif Ali, a wonderful 12 year old boy was suffering from malnutrition when As-Salaam Foundation came to his aid. Since As-Salaam Foundation started supporting him and his family with food he's gained weight and looks healthier and happier.

The famine in Yemen is one of the worst food crises in modern history, leaving millions malnourished and in immediate need of aid. The scarcity of food has led to skyrocketing prices, making basic sustenance unaffordable for the vast majority.



The ongoing conflict has crippled the economy, resulting in widespread unemployment and driving millions into abject poverty.



The cold weather adds another layer of hardship for those already living on the edge. Many lack adequate housing, living in makeshift shelters that offer little to no protection from the elements.

# WORK IN UGANDA

Our charity is committed to addressing urgent issues in Uganda, where around **83% of the population** lacks access to clean water and over **110,000 children have died** from malnutrition between 2004-2009.

We focus on **orphan sponsorship** for vulnerable children, water projects to provide small wells for **clean water access**, and **masjid projects** to build more durable worship spaces, often replacing structures made merely of bamboo and leaves.

These initiatives not only **address immediate needs** but also aim for **sustainable impact**.



**20**  
HAND PUMPS  
INSTALLED



## Changing Lives

My **life is changing!** Before this I had **lost hope**. I could not speak English and had a passion to learn Arabic. Now I am **doing exceptionally well** in class, especially in theology and secular studies. If it wasn't on this program **I don't know where I would be**. I hate to think I might have been on the streets without a rood over my head. I thank As-Salaam Foundation profoundly for **granting me all the opportunities**. May Almighty Allah protect and guide As-Salaam Foundation, the team and all donors. Thank you all from the bottom of **my heart**”.



Lukiya Kulwaki is a very bright and determined 14 year old orphan from Makenya village. She has two brothers and one sister. Her father sadly died in a motor accident in 2011 and now is cared for by her unemployed mother. With the help and support of As-Salaam Foundation UK her dream of becoming a lawyer is becoming truer.

**Sponsoring Orphans**



“ Their support has been instrumental in our mission “to help eradicate poverty” in Uganda through various projects implemented both seasonal and long term projects like water wells, orphan sponsorship, masjid construction, food aid, Ramadan food packages among other projects. ”

Humanity Aid Foundation



# PALESTINE

# £41,260.0

RAISED & SPENT IN  
GAZA STRIP



The **Israeli–Palestinian conflict** is one of the world's most enduring conflicts. The conflict's casualties have not been restricted to combatants, with a **large number of civilian fatalities** on both sides.

Members of the Euro-Med Monitor team have documented in this report the killing of **204 Palestinians** by Israeli army forces in 2022.

With this sharp **increase in violence**, more and more humanitarian efforts are being made to support those who are being adversely affected. **Basic necessities** including food/water, clothing. Housing and medical assistance is always required.



**218**  
WARM BLANKETS  
DISTRUBUTED

**3,400**  
IFTAAR MEALS  
PROVIDED

**200**  
FOOD PACKS

**100**  
GAS STOVES &  
CYLINDERS

**50**  
WATER  
BARRELS GIVEN

**100**  
FAMILIES GIVEN  
CASH ASSISTANCE

**50**  
HEALTH PACKS  
DISTRIBUTED

**25**  
ORPHANS SPONSORED  
POST CONFLICT

I am **Ammar Fathi Ahmed Banat**, a Palestinian living in the Gaza Strip. I was helped by As-Salaam Foundation. I thank As-Salaam Foundation so much for this assistance. **Allah heard my cries** and made this foundation a means of support for me and my family. Please do not forget your **Palestinian family**”

# EMPOWERING BANGLADESH

These projects were specifically targeted at the most disadvantaged and underprivileged individuals from various locations within the Satkhira Sadar Sub-district under Satkhira district. These locations include Itagasa, Kamalnagar, Palashpole, Moddhopara, Miashaheberdanga, Kadomtola,

SCHOOL KITS WERE DISTRIBUTED TO CHILDREN

100

EDUCATION



The **unemployment rate** in Bangladesh **decreased to 4.7%** in 2022 from 5.1 percent in the previous year, pointing to the lowest jobless rate since 2019.

The duration of unemployment is often long. Almost half (**47%**) of **unemployed youth** look for work for **longer than one year**.

This project will serve as a catalyst in increasing daily earnings, **reducing the poverty level** of the beneficiaries, and facilitating them to maintain their **daily livelihood** within this income.

**Livelihood Restoration:** Implement livelihood support programs to help affected communities rebuild their means of earning a living, such as through agriculture or vocational training.

**Seed and Livestock Distribution:** Provide farmers with seeds, tools, and livestock to restart agricultural activities and regain food security.

**Education on Food Security:** Educate communities about food security practices, sustainable agriculture, and the importance of diversifying food sources.

**Access to Education:** Increase access to education for marginalised and underserved populations, including children with disabilities and those living in remote areas.

WOMEN WERE GIVEN SEWING MACHINES AND TRAINED

20

TEXTILE

MILKING COWS WERE DISTRIBUTED TO POOR FAMILIES

10

FARMING



# THE YEAR IN FINANCE.

The economic repercussions of these times have impacted the availability of resources, prompting us to explore new avenues for fundraising and collaboration. We have identified that due to the cost of living, materials, products and services have soared in cost and we have tackled this by innovating new methods of fundraising including an increase in sporting events, working harder to fund-raise at pivotal times of the year and ensuring that the partners that we work with have

access to the best possible resources that are priced fairly and ethically.

## INCOME BY TYPE

**Zakaat** £136,679.46 in total  
**Sadaqah** £218,892.10 in total

## Country

|             |             |
|-------------|-------------|
| AFGHANISTAN | £425.00     |
| BANGLADESH  | £13,000.00  |
| INDIA       | £2,225.00   |
| NEPAL       | £12,582.65  |
| UGANDA      | £38,310.00  |
| SENEGAL     | £4,000.00   |
| TANZANIA    | £5,300.00   |
| UK          | £1,965.41   |
| PALESTINE   | £41,260.00  |
| SYRIA       | £56,000.00  |
| TURKEY      | £45,000.00  |
| MADAGASCAR  | £60.00      |
| YEMEN       | £14,250.00  |
| PAKISTAN    | £116,835.00 |



We have been decisive and spent every penny you have donated to where its needed the most. All surplus funds get carried forward to the next financial year ready to use for any emergency appeals.



## 100% Donation Policy

We have been able to pump an additional **£19,550** Gift back into the foundation from our **Aid account** so that our beneficiaries can benefit further.

Effective cost control is a pivotal aspect of successful management of our foundation. This involves the strategic management and optimisation of expenses to ensure that financial resources are utilised efficiently while maintaining the quality and functionality of aid that we provide to our beneficiaries.



As trustees we have been able to establish well-defined budgets for different projects and allocate resources appropriately.



We have been able to continuously track expenses against budgeted amounts allowing for early detection of discrepancies and deviations, enabling timely corrective actions.



# FUNDRAISING



## Charity Sports Tournaments

Sport enthusiasts come together to compete in tournaments such as golf, tennis, or football, with registration fees or sponsorship benefiting a cause.

On two occasions we held an all UK university football tournament and raised **over £2,300**.

## Volunteer Drives

These events encourage community members to volunteer their time and skills for a specific cause. Activities might include cleaning up a park, building homes, or assisting in a food drive. On several occasions, our volunteers committed their time towards a homeless drive, providing them with a warm meal and accessories to keep them warm during cold periods. They raised **over £300**.



## Charity Car Washes

A charity car wash is a fundraising event in which volunteers wash cars for a fee, and the proceeds collected are donated to a charitable cause.

This year our volunteers have raised **over £4,100** from three charity car washes.

## A Day Of Giving

Local businesses get involved to raise money through selling products and/or offering their services.

We teamed up with a local dessert business who sold their cakes and drinks and handed over 50% of their profits to us to use on an agreed cause. We have had two giving days this year, raising **over £9,800**.



# 50+

VOLUNTEERS

## Volunteer Testimonials



*"I've worked with As-Salaam Foundation on a couple of occasions and intend to most definitely volunteer with them in the near future. The main reasons for this include how transparent they are in fulfilling their 100% donation policy including how funds are raised and where they incur costs, as well as how friendly and approachable they are with all trustees having direct contact and involvement in most events"*

*Abdulrahman Pervaiz, University of Sheffield student.*



*"My experiences with As-Salaam Foundation have been absolutely amazing. I've been made to feel like a huge part of a valued family. This is such a loving and caring foundation that always puts the aid of others first and works selflessly to make this happen. I am extremely proud to be a part of this family and wish to thank the team. I look forward to doing more volunteering with them in the near future"*  
*Hugo Bradley, kitchen manager at a local business.*



*"I've had an incredibly wonderful time with As-Salaam Foundation, where I've been embraced as a significant member of their family. It's a profoundly affectionate and compassionate charity, and I take immense pride in my involvement. My gratitude extends to the entire team, and I eagerly anticipate contributing further to this remarkable cause."*

*Haadi Asghar, Mechanic Apprentice*




# FUTURE GOALS


## Empowering Communities

One of our foremost goals for the future is to intensify our efforts in "empowering communities" projects. We believe that true sustainability and lasting change stem from enabling individuals to create their own income streams and equipping them with the skills necessary for a self-sufficient lifestyle. Our endeavours in this field over the past year have yielded promising results, and we are determined to build upon this success.

Through these projects, we will continue to work closely with local communities, identifying their specific needs and providing training, resources, and support to help them develop income-generating activities. This approach not only alleviates immediate economic hardships but also instils the resilience and self-sufficiency needed to weather future challenges.

*To enhance the efficiency and effectiveness of our international aid efforts, we plan to increase the deployment of our volunteers to countries where we are providing aid. This approach allows us to gain firsthand insights into the on-ground situation, assess immediate needs, and deliver aid more strategically.*

 By sending our volunteers into the field, we can better tailor our response to the unique challenges and circumstances of each community.

 Through a multifaceted approach that includes community empowerment, local engagement, and proactive field deployments, we are poised to

## Focus on the UK



While our international efforts have garnered significant attention, we have noticed that our expenditure in our home country, the United Kingdom, is relatively low when compared to other regions. This realisation has spurred our commitment to making a more substantial impact within our own borders. To this end, we are in discussions with the University of Sheffield Islamic Circle (USIC) to establish a strategic partnership.

This collaboration with USIC presents a unique opportunity to extend our reach and deepen our impact within the UK. Through this partnership, we aim to implement programs and initiatives that address pressing local issues, predominantly homelessness. By working hand-in-hand with USIC, we hope to harness the collective resources and expertise of both organisations to effect positive change in our home country.

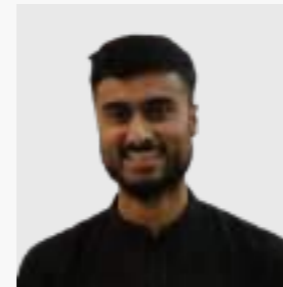
**The As-Salaam Team sincerely requests your continued support for our charitable endeavours, enabling us to extend aid to those who need it most. We humbly appeal for both your financial contributions and your valuable time as volunteers.**

## Meet The Team



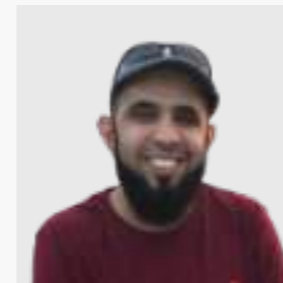
### Gohar Khan - Founder & Chair Trustee

We have been bombarded with enormous support this year and every penny has been accounted for. We have invested your money in a vast array of projects from water and food to shelter and emergency disaster relief. Whatever its been, we've been there.



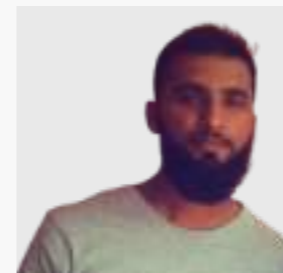
### Sameer Malik - Vice Trustee

Without your generous donations and prayers, As-Salaam Foundation would not be where it stands today. We have grown and would like to continue being your charity of choice due to our core values, transparency, and hard work.



### Tariq Khan - Project Manager

We've achieved so much this financial year and have big plans for the upcoming one. Through implementing hundreds of projects to setting up fundraising events, we thank all our volunteers, donors and sponsors. Your efforts do not go unrecognised.



### Shakeel Malik - Administrator

We've been able to reach unimaginable heights this year whilst maintaining transparency and integrity. We will continue to work tirelessly to deliver across the globe where its needed the most.



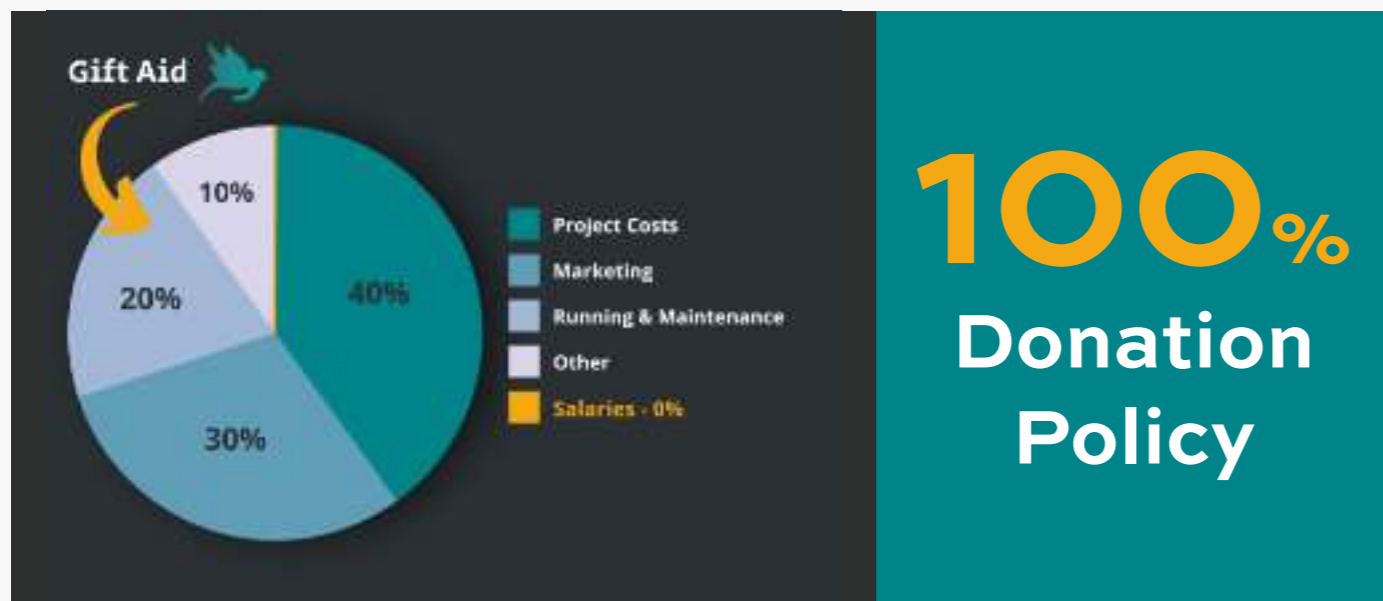
### Bader Malik - Finance Manager

Our 100% donation policy has been maintained since our inception in 2018, in all instances putting back into the charity more than what we fundraise. This has been pivotal to our daily operations and beyond.

# HELP HUMANITY



While we have made significant achievements in the current financial year, it is essential to recognise that **many under served communities still require our ongoing assistance**. The As-Salaam Team sincerely requests your continued support for our charitable endeavours, enabling us to extend aid to those who need it most.



## How You Can Help

### 1 Donate By Bank Transfer

If you would prefer to make a direct bank transfer, please find our details in the card here. When making your transfer, please include the project/appeal you are donating to in the reference field to ensure your money goes to the intended destination.

#### As-Salaam Humanitarian Foundation

Sort Code: 20-45-45  
Sadaqah Account No: 30758205  
Zakat Account No: 90491705

### 2 Donate Through PayPal

Alternatively, you can make a payment through PayPal. Our PayPal account details can be found here along with a link which will take you directly to PayPal.

Account: [info@as-salaamfoundation.co.uk](mailto:info@as-salaamfoundation.co.uk)

Or

Link: [www.paypal.me/assalaamfoundation](http://www.paypal.me/assalaamfoundation)

### 3 Donate Through Payment Link

Get a payment link sent directly to you. Simply email us with your desired amount and the project/appeal to which you would like to donate towards.

Email: [info@as-salaamfoundation.co.uk](mailto:info@as-salaamfoundation.co.uk)



**As-Salaam  
Foundation**  
100% Donations Policy

Reg: 1179615

[www.as-salaamfoundation.co.uk/](http://www.as-salaamfoundation.co.uk/)



**E-mail:**  
[info@as-salaamfoundation.co.uk](mailto:info@as-salaamfoundation.co.uk)

**Address:**  
502 Fulwood Rd, Sheffield, S10 3QD

**You can actively participate in our initiatives by visiting our website and engaging with us on social media. Feel free to reach out to us when you come across events that pique your interest.**