



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

www.as-salaamfoundation.co.uk

ANNUAL REPORT 2024

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



Reg: 1179615

LETTER FROM THE CHAIRPERSON/CEO



As we reflect on the past year, I extend my heartfelt gratitude to each of you for your unwavering support and dedication to As-Salaam Humanitarian Foundation. Your generous contributions, tireless efforts, and steadfast commitment have been the cornerstone of our success in making a meaningful difference in the lives of those we serve. This year, Gaza has been especially close to our hearts. The challenges faced by the people of Gaza have been immense, and your compassionate support has been a beacon of hope amidst the darkness. Through your donations, partnerships, and volunteer efforts, we have been able to provide crucial aid, medical supplies, educational resources, and much-needed relief to countless individuals and families in Gaza. Your unwavering support has not only met immediate needs but has also helped build a foundation for a brighter future. We thank you all for standing with us"

- Gohar Khan
Chief Trustee and Founder.

COUNTRIES SERVED AND NEW PARTNER COUNTRIES

We are proud to share that As-Salaam Foundation's reach now spans **across 20 countries**, making a significant impact on a global scale.

This year, we have **added Sri Lanka** to our portfolio, where we are already seeing positive outcomes in community development and healthcare initiatives.



Looking ahead, we are excited to announce our plans to introduce Kenya into our portfolio for 2024/25, further expanding our efforts to support vulnerable populations and foster sustainable development.



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MISSION & VISION

Our mission is to provide global humanitarian aid, relief and development with sincerity and compassion whilst saving lives, alleviating poverty, transforming and empowering local communities to ensure well-being and protection of the poor, needy and vulnerable.

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.

CORE VALUES:



ACCOUNTABILITY

All donations and expenses are 100% audited and shared with our stakeholders.



BENEVOLENCE

We endeavour to respond to suffering brought on by poverty, injustice & disasters



SINCERITY

All actions are driven by our sincerity to fulfil the rights of mankind.



SUPPORT

To provide humanitarian aid to the poor and needy promoting integrated development.

KEY HIGHLIGHTS OF THE YEAR

MAJOR MILESTONES.

35,000+

PEOPLE FED

28

ORPHANS
SPONSORED

30

HOUSES
BUILT

128

ANIMALS
SACRIFICED

7

MASJIDS
CONSTRUCTED

INCOME GENERATING
PROJECTS FOR

100
PEOPLE

£258,953

RAISED FOR
EMERGENCY DISASTERS

MAJOR MILESTONES.

£88,976

RAISED THROUGH PARTNERSHIPS
(USIC AND SYP)WINTER
PROJECTS

£4,000

300

QURANS
DISTRIBUTED

786

HELATHCARE
BENEFICIARIESEID GIFTS
DISTRIBUTED

1,100

COUNTRIES
SERVED

23

DEPLOYMENTS

6

NEW PARTNERSHIPS
IN SRI LANKA

WATER PROJECTS



HANDPUMPS

453

DEEP WATER
WELLS

3

SOLAR POWERED
WELLS

8

FUNDRAISING
EVENTS 23 /24

GAZA

Car Wash I	£3,620.00
Car Wash II	£4,000.00
Car Wash III	£8,100.00
Climb For a Cause (Snowdon)	£2,055.00
Goals 4 Gaza	£3,720.00
Tempus Academy Football Tournament	£1,010.00
Car Meet	£530.41
Car Detailing	£217.32
Family Day I	£13,300.00
Family Day II	£20,360.05
Palestinian Merch	£1,050.00
Day of Giving I (Harlys)	£1,082.00
Day of Giving II (Munchies)	£2,539.96
Day of Giving III (Dukes)	£3,295.35
Bake Sale I	£1,160.43
Bake Sale II	£1,025.00



MOROCCO

Moroccan Matchups	£3,126.80
Rise For Morocco/Hijama	£6,435.00
Skydive for Morocco	£500.00

UGANDA

Firth Park School	£1,048.48
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OTHER

Feed the Fasting Car Wash	£2,355.23
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PARTNER EVENTS

USIC Events	£37,342.56
Saalik Youth Project Events	£28,644.22

TOTAL FOR EVENTS

£146,517.81

PROGRAM/PROJECT UPDATES

MAJOR ACHIEVEMENTS

MAINTAINING OUR 100% DONATION POLICY

We are proud to announce that we have maintained a 100% donations policy this year, ensuring that every penny of our donors' contributions directly supports the projects we implement.

This means that no expenses have been deducted from the donations for administrative or operational costs, allowing us to maximise the impact of our humanitarian efforts.



WORKING ON THE GROUND

This year, we had the opportunity to send our UK-based team on **six deployments to verify, validate, and evaluate the work conducted by our foreign teams.**

We are pleased to report that we successfully passed rigorous audits in all the countries visited, affirming the high standards and transparency of our operations.

EMPOWERING COMMUNITIES

We understand that empowering communities is a transformative approach that yields a multitude of benefits. By acquiring new skills and knowledge, these individuals attain personal growth and increased self-confidence, ultimately leading to them being more financially independent.



Some of these projects include sewing courses to graduate with an accredited course, training and providing families with cows to generate income from selling milk and more.

OVERCOMING CHALLENGES

COST OF PRODUCTS

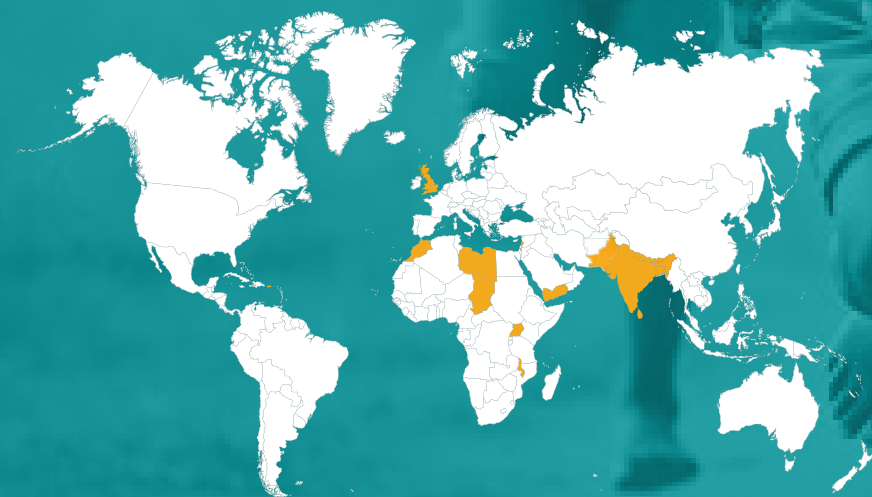
The rising costs of products have presented a significant challenge for our operations this year. However, by **strategically utilising cheaper suppliers and purchasing in bulk**, we have been able to continue delivering essential services and aid without compromising on quality or efficiency.



FINANCIAL SUMMARY

THIS YEAR IN NUMBERS

UGANDA	£149,441.15	NEPAL	£17,266.11
PAKISTAN	£77,147.50	YEMEN	£20,457.00
UK	£5,500.00	SRI LANKA	£17,254.42
BANGLADESH	£9,932.00	INDIA	£1,180.00
MOROCCO	£35,000.43	CHAD	£250.00
PALESTINE	£219,224.20	MALAWI	£320.00
LIBYA	£10,000.00	NEVIS	£1,500.00



TOTAL
£564,473.00

MONEY IN

GIFT AID



£59,693.27

SADAQAH



£471,326.21



£78,275.22

ZAKAT

TOTAL

£609,294.70

EXPENDITURE

£17,110.19
BALANCE BROUGHT
FORWARD

£22,920.00
PUMPED BACK INTO
CHARITY FROM GIFT AID

TOTAL

£59,574.00

£36,654.00
EXPENSES

BALANCE CARRIED FORWARD

£2,357.94



2023/24 PROJECTS

PALESTINE GAZA CRISIS APPEAL

OVERVIEW

Since October 2023, As-Salaam Foundation has been pivotal in addressing the severe humanitarian crisis in Gaza. Our response has been multifaceted, focusing on providing essential aid and emergency relief to the region.

We have mobilised resources to support displaced families, with a particular emphasis on distributing life-saving supplies and medical care through mobile clinics and local partnerships and two deployments.



OBJECTIVES

EMERGENCY RELIEF

Provide immediate and lifesaving assistance to conflict-affected populations, including food, water, shelter, and medical care.

ACCESS TO HEALTHCARE

Establish or support healthcare facilities and mobile clinics to treat injuries, illnesses, and provide psychosocial support.

PSYCHOSOCIAL SUPPORT

Offer counselling and mental health support to individuals and communities dealing with trauma.

CLEAN WATER & SANITATION

Ensure access to clean and safe drinking water, sanitation facilities, and hygiene education to prevent waterborne

LIVELIHOOD SUPPORT

Implement programs to help individuals and communities recover their livelihoods and economic stability.

OUTCOMES

2.1 MILLION
meals provided through
180 tonnes of flour

CLOTHING
for thousands of children

FOOD PACKS
With nutritional food
lasting the entire month

**HYGIENE
KITS**

**BABY FORMULA
& DIAPERS**

**WATER
TANKERS**
providing thousands of
litres of water per month

**BREAD
DISTRIBUTION**

**MEDICAL
CONSUMABLES
& EQUIPMENT**

**1000+
HOT MEALS
PROVIDED**

BLANKETS
provided to keep
families warm

LOCATIONS

North and South Gaza

2023/24 PROJECTS

**As-Salaar
Foundation**
100% Donations Poli

UGANDA PROVIDING HUMANITARIAN RELIEF

OVERVIEW

In Uganda, As-Salaam Foundation has made significant strides in improving community infrastructure and supporting local development.

Our initiatives have included constructing several new masjids installing multiple water sources, and most notably, we have built an entire village in Majala, providing 30 new homes and essential facilities for displaced and underserved communities.



OBJECTIVES

WATER

WATER SOURCE DEVELOPMENT

Develop and maintain clean water sources in underserved areas.

ACCESS EXPANSION

Increase access to clean water for communities with limited or no access.

HYGIENE PROMOTION

Educate on proper hygiene practices to reduce the risk of water-related illnesses.

MASJIDS

PROMOTING SOCIAL COHESION & SUPPORT

To create a central hub where community members can gather, engage in social services, and support one another.

SUPPORTING RELIGIOUS PRACTICES & LEARNING

To offer facilities for religious activities including daily prayers, Friday sermons, and educational programs.

FOSTERING COMMUNITY & SPIRITUAL GROWTH:

To provide a dedicated space for communal worship, prayer, and religious education.

BUILDING A VILLAGE

SHELTER AND LIVELIHOODS

Offer safe and stable housing for displaced or underserved communities

ACCESS EXPANSION

Develop essential infrastructure such as schools, healthcare facilities, and water sources.

COMMUNITY DEVELOPMENT & RESILIENCE

Residents can work together to address common challenges, build resilience, and enhance social cohesion.

OUTCOMES

**7 MASJIDS
CONSTRUCTED**

**28 ORPHANS
SPONSORED**

**11,640
PEOPLE
FED**

**30
HANDPUMPS
INSTALLED**

**2 DEEP WATER
WELLS
INSTALLED**

**30 HOUSES
CONSTRUCTED**
and 3 houses
renovated

**60 LIVESTOCK
PROVIDED TO
FAMILIES**

**100
EID GIFTS
DISTRIBUTED**

LOCATIONS

Mbale district

2023/24 PROJECTS

LIBYA DERNA UNDER WATER

OVERVIEW

In response to the catastrophic floods that devastated Libya in September 2023, As-Salaam Foundation quickly mobilised to provide critical assistance to affected communities.

Our response included deploying an emergency relief team to deliver essential supplies such as food, clean drinking water, and medical aid to the hardest-hit areas. We established temporary shelters to offer safe refuge to displaced families and collaborated with local organisations to ensure that aid reached those in the most remote and severely impacted regions.

Additionally, we provided support for rebuilding efforts and infrastructure repairs to help communities recover and rebuild their lives.



OBJECTIVES

PROVIDE IMMEDIATE RELIEF AND SUPPORT

To deliver essential supplies such as food, clean water, and medical aid to those affected by the floods, addressing urgent needs and mitigating the impact of the disaster.

ENSURE SAFE SHELTER & SECURITY

To establish temporary shelters and safe havens for displaced families, offering protection and a stable environment as they recover from the immediate crisis.

AID IN RECOVERY AND RECONSTRUCTION

To support rebuilding efforts and infrastructure repairs, helping affected communities to restore essential services, repair damaged infrastructure, and enhance resilience.



OUTCOMES

**100
HYGIENE
DISTRIBUTED**

**100
FOOD PACKS
DISTRIBUTED**

**100
BLANKETS
DISTRIBUTED**

LOCATIONS

Derna, Al Jabal Al Akhdar and Benghazi regions.

2023/24 PROJECTS

MOROCCO

EMERGENCY EARTHQUAKE APPEAL

OVERVIEW

In response to the devastating earthquake that struck Morocco in August 2023, As-Salaam Foundation swiftly mobilised its resources to offer critical support to the affected communities.

The earthquake caused widespread destruction, leaving many without shelter and basic necessities. Our immediate response included deploying emergency relief teams twice to deliver essential supplies such as food, water, and medical aid to the hardest-hit areas. We established temporary shelters and provided medical care through mobile clinics to address urgent health needs. In addition, we partnered with local organisations to ensure that aid reached remote and underserved regions.



OBJECTIVES

EMERGENCY RESPONSE

Provide immediate assistance to survivors, including search and rescue operations, medical care, and shelter.

SUPPLIES DISTRIBUTION

Distribute essential relief supplies such as food, clean water, clothing, blankets, and hygiene kits to affected communities.

MEDICAL ASSISTANCE

Set up medical clinics or mobile medical units to treat injuries and prevent the spread of disease.

PSYCHOSOCIAL SUPPORT

Offer psychological and emotional support to survivors to help them cope with trauma and loss.

RECOVERY & REBUILDING

Develop plans for the long-term recovery and rebuilding of affected areas, including infrastructure and homes.

OUTCOMES

226
BLANKETS
DISTRIBUTED

100
MATTRESSES
DISTRIBUTED

477
FOOD PACKS
DISTRIBUTED

252
HOT MEALS
DISTRIBUTED

100
HYGIENE KITS
DISTRIBUTED

LOCATIONS

Atlas region, outskirts of Marrakesh

2023/24 PROJECTS

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YEMEN FIGHTING THE FAMINE

OVERVIEW

The current level of hunger in Yemen is unprecedented and is causing severe hardship for millions of people. Despite ongoing humanitarian assistance, 17 million Yemenis are food insecure. The rate of child malnutrition is one of the highest in the world and the nutrition situation continues to deteriorate.



OBJECTIVES

EMERGENCY FOOD DISTRIBUTION

Provide immediate food assistance to individuals and communities affected by famine, ensuring they have access to nutritious food.

NUTRITIONAL SUPPORT

Offer supplementary feeding and nutrition programs to combat malnutrition, especially among vulnerable groups such as children and pregnant women.

CLEAN WATER AND SANITATION

Ensure access to clean and safe drinking water and sanitation facilities to prevent waterborne diseases and improve overall health.

HEALTHCARE SERVICES

Establish or support medical clinics and mobile health units to treat famine-related illnesses and address public health concerns.

PROTECTION OF VULNERABLE GROUP

Focus efforts on protecting and supporting vulnerable populations, such as children, the elderly, and displaced individuals.

ADVOCACY AND AWARENESS

Raise awareness about the famine's causes and consequences, both locally and internationally, to garner support and resources.

OUTCOMES

**100
FOOD PACKS
DISTRIBUTED**

**BREAD PROVIDED
FOR A MONTH
500
FAMILIES**

**1000
HOT MEALS
DISTRIBUTED**

**100
MALNOURISHED
CHILDREN EXAMINED
& SUPPLEMENTS
PROVIDED**

LOCATIONS

Hajjah, Hodeida, Radaa, Sanaa and Taizz

2023/24 PROJECTS

PAKISTAN/NEPAL

PROJECT PANI

OVERVIEW

As-Salaam Foundation's installation of water pumps across Pakistan and Nepal has been transformative for countless communities. These pumps have provided reliable access to clean water in remote and underserved areas, addressing critical water scarcity issues and improving overall quality of life.

Villagers no longer have to trek long distances to fetch water, freeing up valuable time for education, livelihood activities, and community development. The availability of clean water has significantly reduced waterborne diseases, improved health outcomes, and supported agricultural productivity by enabling irrigation, thus contributing to food security and economic stability within the communities.



OBJECTIVES

WATER SOURCE DEVELOPMENT

Develop and maintain clean and reliable water sources, such as wells, boreholes, and water supply systems, in underserved areas.

ACCESS EXPANSION

Increase access to clean water for communities with limited or no access to safe drinking water.

SANITATION AND HYGIENE PROMOTION

Promote proper sanitation practices and hygiene education to reduce the risk of water-related illnesses.

OUTCOMES

200
HANDPUMPS
INSTALLED IN PAKISTAN

100
HANDPUMPS
INSTALLED IN NEPAL

LOCATIONS

Guar, Rautahat district in Nepal
Sindh, Punjab and Balochistan in Pakistan

2023/24 PROJECTS

FEEDING THE FASTING

#1FOR1 APPEAL

OVERVIEW

Whilst many of us eat to our fill, for many across the world poverty casts a shadow over the joyous spirit of Ramadan, especially during iftar. For many families facing financial hardships, iftar becomes a poignant reminder of scarcity.

The inability to afford nutritious meals compounds the challenges of observing this sacred month. In the midst of such adversity, As-Salaam Foundation endeavour to bridge this gap, offering iftar meals to those in need.



OBJECTIVES

PROVIDING HOT MEALS FOR FASTING PEOPLE

Offer freshly prepared hot meals to individuals observing fasting, ensuring they have access to nutritious food at the time of iftar, supporting them in fulfilling their religious duties while meeting their nutritional needs.

ENHANCE COMMUNITY WELL-BEING

Foster a sense of community and solidarity by providing a supportive environment where fasting individuals can break their fast together, strengthening social bonds and mutual support.

ALLEVIATE HUNGER AND MALNUTRITION

Ensure that fasting individuals, especially those facing financial hardships, receive balanced and nourishing meals, reducing the risk of hunger and malnutrition during fasting periods.

PROMOTE RELIGIOUS OBSERVANCE

Assist individuals in observing their religious practices with dignity and ease by ensuring they have access to wholesome meals at the time of iftar, enhancing their spiritual experience.

OUTCOMES

34,250
FASTING
PEOPLE
FED

LOCATIONS

Sri Lanka, Nepal, Uganda, Pakistan and Yemen

STORIES FROM THE FIELD

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BUILDING MASJIDS IN UGANDA - KYIBUGWE MUSA'S STORY (UGANDA)

Kyibugwe Musa is 49 years old from the Kibuku district of Uganda. For many years, he faced the challenge of travelling long distances to reach the nearest Masjid for his daily prayers. Despite his age and the physical toll it took on him, his devotion never wavered. His dream was simple: to have a place of worship close to home, where he could gather with his community and pray. This year, that dream became a reality for Kyibugwe and many others. As-Salaam Foundation built Masjid Saleh in his village, providing a nearby sanctuary for prayer and a hub for community gatherings. The Masjid has not only eased Kyibugwe's burden but also strengthened the bonds within the village.



“ Before As-Salaam Foundation built the Masjid, I had to walk a long distance every day to pray. It was difficult, especially at my age, but I never gave up hope. Now, thanks to As-Salaam Foundation, I have a place to worship close to my home. This Masjid is more than just a place of prayer; it has become a community hub where we gather, support each other, and grow together. I am truly grateful for this blessing and the positive impact it has had on our village.”



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LIVING IN GAZA A CONFLICT ZONE - THABET OMER'S STORY (PALESTINE)

Thabet Omer is a 15-year-old boy from Palestine who has endured unimaginable loss. The conflict took both of his parents and two of his siblings, leaving him and his older brother as the sole survivors of their family. Despite the heartache and the harsh realities of living in tents near the Rafah border, Thabet's resilience shines through. Every day is a struggle, but with his brother by his side, Thabet finds strength and hope. The living conditions are tough, and the future is uncertain, but they continue to push forward, finding solace in their bond and the support they receive.



“ As-Salaam Foundation has been a lifeline for me and my brother. Without our parents, life has been incredibly difficult, and living in a tent near the Rafah border is far from easy. But As-Salaam has helped us by providing food packs on a regular basis, ensuring we have enough to eat. Their support has given us hope and a sense of security during these challenging times. We are deeply grateful for everything they have done for us. Please don't forget about Gaza”



A NEW BEGINNING IN MAJALA - MUZAKI AISHA'S STORY (UGANDA)

Muzaki Aisha, a 41-year-old widow, has spent her entire life in the village of Majala, Uganda. Life in Majala is often peaceful, but for Aisha, the past few years have been a storm of hardship and struggle. Her husband, a fisherman, tragically passed away three years ago, leaving her to fend for their six children on her own. The tiny, dilapidated hut they lived in was barely a shelter. After several weeks of dedicated work, As-Salaam Foundation constructed a modest, sturdy home with two rooms. For Aisha and her children, it was more than they had ever dreamed of.

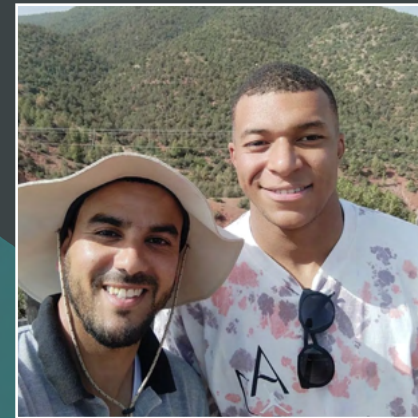


“ As-Salaam Foundation has been a lifeline for me and my brother. Without our parents, life has been incredibly difficult, and living in a tent near the Rafah border is far from easy. But As-Salaam has helped us by providing food packs on a regular basis, ensuring we have enough to eat. Their support has given us hope and a sense of security during these challenging times. We are deeply grateful for everything they have done for us. Please don't forget about Gaza”

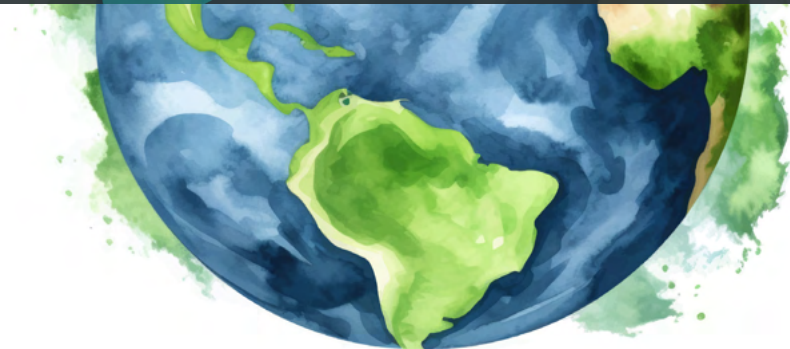


37 SECONDS CHANGED MY LIFE - AYOUB TOUDITE'S STORY (MOROCCO)

Imagine living a normal life and in less than a minute your entire world comes crashing down. Ayoub provided elite events to celebrities in Morocco from paragliding and ziplines to quad biking and hot air balloon rides, when on the 8th of September 2023 a 6.8 magnitude earthquake hit, destroying his home and business while testing his character and strength.



“ Ayoub's message was “In just 37 seconds, my life was shattered by the Morocco earthquake. Everything I had worked for, including my business providing elite adventure packages to celebrities like Mbappe and Hakimi, was lost in an instant. But in the midst of this devastation, As-Salaam Foundation stepped in. Their rapid response and support provided me and many others with essential aid during our darkest hours. I am deeply thankful for their help, which has given us hope and the strength to rebuild our lives.”



DONOR ACKNOWLEDGMENT

DONORS

We extend our heartfelt gratitude to our partners 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. Thank you for being a driving force behind our efforts, and for sharing in our commitment to making a difference. Your support is truly valued and cherished.



VOLUNTEERS

To our volunteers, your dedication and selflessness have been the heart and soul of our organisation. Your willingness to give your time, energy, and skills has brought our mission to life in the most tangible and heartfelt ways. Whether on the ground or behind the scenes, your contributions have made a profound impact on the lives of those we serve.

PARTNERS

To our partners, your collaboration has been invaluable. By working together, we have leveraged our collective strengths to address complex challenges and deliver comprehensive solutions. Your expertise, resources, and shared commitment to humanitarian values have amplified our efforts and enabled us to achieve greater heights. We thank the following

OUR PARTNERS



USIC, SHEFFIELD

USIC represents Muslim students on campus and beyond by providing social and welfare support, a platform for students to learn more about Islam, and a means through which they can practise their religion.

We have been USIC's chosen charity where they have fundraised through charity fortnight and ran a successful Conquer Snowden event during 2023/24. They have fundraised over **£37,000.00** for us.



BLENHIEM ADVISORY, LEEDS

Blenhiem Advisory are a firm of Chartered Certified Accountants who provide expert Value Added Accountancy and Taxation services to Small & Medium business enterprises.

Blenhiem has been pivotal in providing us with major funds yearly since our inception in 2018, allowing us to fulfil projects for them across the globe. In addition, they complete the rigorous process of annual statements and accounts on a yearly basis.



PEAKSTONES ESTATE AGENTS,

Peakstones (formerly Sun Casa Properties Ltd) are based in Sheffield, specialising in residential/student property sales and lettings.

Peakstones assists us and provides us with sponsorship for all our Sheffield based projects from our smiles project to our homeless feeds. In addition they also have provided us with office space for the past four years.



SAALIK YOUTH PROJECT,

Situated in the community of Burngreave, Saalik Youth Project uses sport and physical activity as a hook to engage children, many of whom are from disadvantaged backgrounds.

SYP have raised in excess of **£75,000.00** contributing towards water sources, housing, Masjid's, orphan sponsorships, food distribution and more across Nepal, Uganda, Sri Lanka, Yemen, Pakistan, Bangladesh & more.

PARTNERS OVERSEAS & UK

Through our partnerships, we have been able to tap into a wealth of knowledge and resources, enabling us to expand our reach and effectiveness in addressing the pressing issues we aim to alleviate. Together, we have navigated challenges, celebrated victories, and remained steadfast in our commitment to creating lasting change. Our gratitude for the dedication and collaboration of our partner charities knows no bounds, as they stand as integral pillars in the foundation of our shared mission.

Here is what some of them had to say:



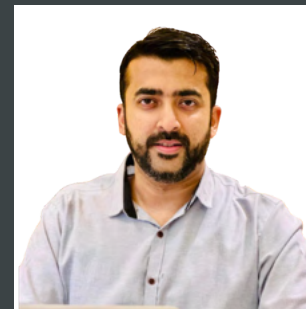
MIKHAIL WIJANARKO
President of USIC, UK

“Bismillah, working with As Salaam Foundation has been a truly rewarding experience. Together, we raised an impressive total of £37,342.56, Alhamdulillah. The team at As Salaam Foundation has been an absolute pleasure to work with. Their communication with us has always been super quick and transparent, ensuring that we were kept in the loop at every stage of our fundraising efforts. This transparency and dedication have not only strengthened our partnership but also inspired our society to continue supporting their noble causes. We look forward to many more successful collaborations with As Salaam Foundation in the future.



IMRAN ALI
Leader of Saalik Youth Project, UK

“As-Salaam Foundation has helped truly inspire and mobilise the youth of Sheffield through SYP, driving them to take action and raise vital funds for amazing projects. Their passion and dedication have been remarkable, allowing us to provide essential support to communities in need in Uganda, Nepal, Yemen, Sri Lanka and Pakistan. The energy and commitment of these young people, guided by As-Salaam, have made a real difference, helping us deliver life-changing aid to those who need it most. We are immensely grateful for their efforts and the positive impact they continue to make.”



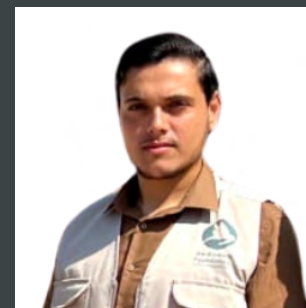
AHMAD NAVEED MALIK
CEO Charity Doings Foundation,
Pakistan

“As the CEO of Charity Doings Foundation, I am proud to reflect on our longstanding partnership with As-Salaam Foundation. Serving as the on-ground implementers for As-Salaam Foundation in Pakistan, we have collaborated on numerous impactful initiatives, including clean drinking water wells, disaster relief food distribution, solar electricity projects, livelihood support, and women empowerment programs. This partnership has been instrumental in driving significant change across Pakistan, bringing essential resources to underserved communities and promoting sustainable development. The success of our joint efforts highlights the strength of our collaboration, and I am eager to continue this meaningful journey together.”



MUGADYA SALEH KATUMBA
Chief Executive Officer of Humanity
Aid Foundation, Uganda

“Thanks to our partners’ support, over 10,000 people in our community now enjoy access to clean water from newly built wells. The six Masjid projects have provided essential spaces for worship and community gathering, serving hundreds of families. Our food distribution efforts have also reached more than 12,500 individuals, ensuring that no one goes hungry. We are profoundly grateful for the lasting impact these initiatives have had on lives across Uganda, bringing hope and uplifting entire communities.”



MOHAMMED ABU-WARDA
Chair Trustee of Palestinian Wefaq
Association, Palestine

“As-Salaam Foundation is a crucial lifeline during the war in Gaza, enabling us to deliver emergency aid, such as food, clean water, children clothing, baby consumables and medical supplies, to those in desperate need. Their contribution of just shy of £220,000 was instrumental in reaching hundreds of thousands of people, helping to rebuild lives and restore hope in the midst of immense hardship. We are incredibly grateful for their support, which has had a huge impact on countless families in Gaza during these challenging times.”

VOLUNTEERING & COMMUNITY ENGAGEMENT

BACKBONE OF OUR FOUNDATION

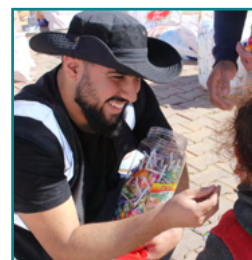


Our volunteers are the backbone of our foundation, and we extend our heartfelt thanks to our incredible volunteers who have tirelessly run events, tackled personal challenges, and contributed in countless physical ways. Your dedication and hard work have been vital in driving our mission forward and making a real difference. Your enthusiasm and commitment inspire us all and are deeply appreciated.

Some testimonials from our volunteers include:

“ *This year, I had the pleasure of running multiple charity car washes for As-Salaam Foundation, and I'm thrilled to say they have been very successful. Seeing the community come together to support such a worthy cause has been incredibly rewarding. I'm grateful for the opportunity to contribute and proud of the impact we've made together.*

- Wasim Rafiq, Volunteer



“ *I always questioned charities and where my donation goes and how it gets there! After playing a role, not only in the fund raising and transferring of donations but also handing out the donations personally to those in need. Seeing their faces makes it all worthwhile and it has been a life changing experience and a humbling one to say the least! But it's safe to say my doubts have been eliminated. I am honoured to have been a part of this well organised and ethically moral organisation.*

- Mansour Mansouri, Deployment Lead

EVENT HIGHLIGHTS

Our charity events come in a diverse array of types, each designed to raise funds, awareness, and support for various causes that we believe are pivotal to meeting our mission. These events not only contribute to the betterment of society but also provide platforms for communities to come together and make a positive impact.



**SPORTS
TOURNAMENTS**
Sports enthusiasts come together to compete in tournaments such as golf, tennis, or football.

RAISED
£9,714.47



CAR WASHES
Volunteers wash cars for a fee, and the proceeds collected are donated to a charitable cause.

RAISED
£25,257.96



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

RAISED
£6,917.31



FAMILY DAY'S
An enjoyable atmosphere for families which includes a wide range of attractions and games for all ages.

RAISED
£33,660.05



HIKE'S/TREK'S
Participants walk, hike, or trek a specific route, typically in challenging environments like Mount Snowdon and Scafell Pike.

RAISED
£56,644.34



**BAKE/SWEET
SALES**
Homemade or store-bought baked goods and sweets are sold, with the full amount or proceeds going to a charity.

RAISED
£4,717.12

OTHER:
£9,606.56

TOTAL FOR EVENTS
£146,517.81

During our next financial year (2024/25) we aim to bring even more exciting events, including:



GALAS & FUNDRAISING EVENTS

Featuring entertainment, guest speakers, and silent auctions, attendees purchase tickets or tables to enjoy a night of networking, entertainment, and contributing to the cause.



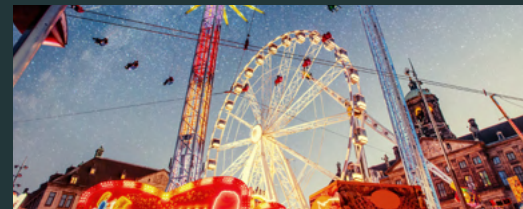
WALKATHONS & RUNS

Bringing people together to raise funds for causes ranging from medical research to social issues. Participants collect pledges or registration fees and complete a designated route.



FAIRS & FESTIVALS

Charity fairs and festivals offer a blend of entertainment, food, games, and education. Local businesses and organisations often participate, with proceeds going to the chosen cause.



CHARITY CHALLENGES

These involve participants setting and accomplishing challenges, like climbing mountains, running long distances, or even taking on unique personal challenges to raise funds and awareness.



We hope to offer our volunteers a distinct way to contribute to meaningful causes, fostering a sense of unity and purpose, encouraging them to give back and support initiatives that align with their values.

PLANS FOR THE FUTURE

In charting our course for the future, our organisation has identified several key areas of focus that align with our mission and values to make a meaningful impact on communities in need. These plans encompass a range of initiatives designed to further our commitment to humanitarian efforts, foster sustainable development, and **expand our reach both locally and globally**.

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.

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.



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.

DEPLOYING VOLUNTEERS IN THE FIELD

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.

This proactive approach not only ensures that our aid reaches those who need it most but also facilitates a deeper connection with the communities we serve.



BREAK INTO KENYA

Through strategic partnerships, more stringent due diligence and heightened collaboration, we aim to amplify our efforts and bring about transformative change on a larger scale. This means introducing our services to Kenya.



MAKE A DIFFERENCE

While we have made significant achievements in the current financial year, it is essential to recognize that many underserved 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. We humbly appeal for both your financial contributions and your valuable time as volunteers.

You can actively participate in our initiatives by:



Donating

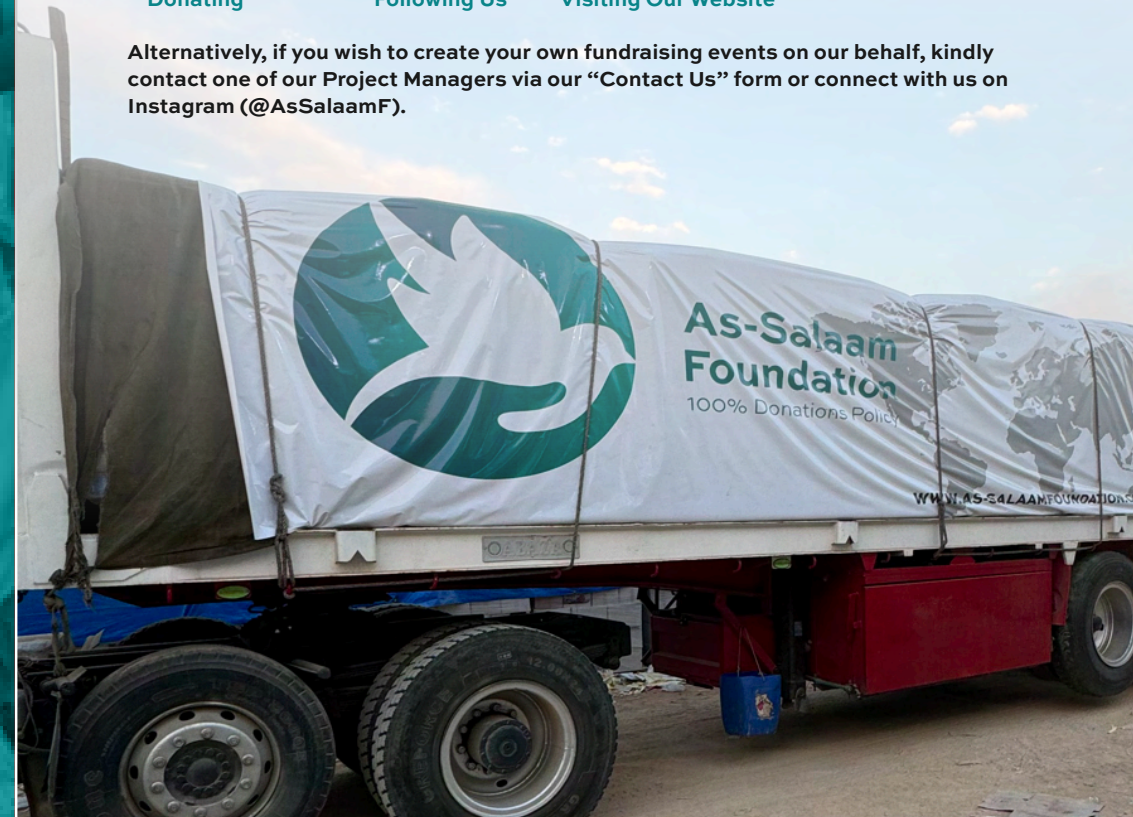


Following Us



Visiting Our Website

Alternatively, if you wish to create your own fundraising events on our behalf, kindly contact one of our Project Managers via our “Contact Us” form or connect with us on Instagram (@AsSalaamF).



MEET THE TEAM



GOHAR KHAN
Founder & Chair Trustee

“A key highlight has been raising over £146,000 through our events, further empowering us to make an even greater impact across the globe. Your contributions have been invested in a wide range of life-changing projects, from providing clean water and food to building shelters and offering emergency disaster relief. No matter the need, we’ve been there, ensuring your generosity reaches those who need it most. All our donors, volunteers, partners and beyond have been the glue to our operations and we thank you all”



SAMEER MALIK
Vice Trustee

“All praise belongs to Allah. At the end of yet another financial year, the work of our tireless volunteers, the donations of our generous donors, and the efforts of our amazing partners has led to over half a million pounds worth of aid being provided to those who need it most, a monumental achievement. Notably, the overwhelming contribution of young people toward reaching these achievements is truly inspiring, and a testament that everybody has the capability to make a difference in this world. If you aren’t already involved, contact us, we would love to have you on board.”



SHAKEEL MALIK
Administrator

“This year, we’ve achieved incredible milestones, all while maintaining the highest standards of transparency and integrity. Our dedication to serving those in need is stronger than ever, and we will continue to work relentlessly to deliver critical support wherever it’s needed most around the world. Together, we’re making a lasting impact, and we’re committed to going even further in the years to come.”



TARIQ KHAN
Project Manager

“Alhamdulillah, it has been a very productive year for the team at As-Salaam Foundation. We have been busy distributing your donations across many different countries including Yemen, Morocco, Uganda and others, especially in Northern Gaza where the situation is still dire. We will continuously strive to work within the scope of our core values to ensure we continue to be the charity of choice for you, our wonderful donors. Please do remember us and the less fortunate in your prayers. JazakAllahu khairan



BADER MALIK
Finance Manager

“Since our inception in 2018, we have proudly maintained our 100% donation policy, consistently reinvesting more into the charity than we fundraise. This unwavering commitment has been pivotal to our daily operations and growth, allowing us to expand our reach and impact. Additionally, we have transferred an extra £22,920 from Gift Aid into our donation pot so that even more beneficiaries can be supported. It’s this dedication that ensures every contribution is maximised, delivering real, meaningful change to those who need it most - we are Sheffield’s charity of choice Alhamdulillah”



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



www.as-salaamfoundation.co.uk

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