

# CHARITY WEEK ANNUAL REPORT 2012

www.onecharityweek.com







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## **INTRO CW2012**

## اَلسَّلَامُ عَلَيْكُم وَرَحْمَةُ اللَّهِ وَبَرَّكَاتُهُ

It didn't start out this way. When Charity Week first began, there were big plans but the hands were few. The person designing the poster was also the one sticking them up – and sometimes paying for them. Because there were so few of us, we all had to work extra hard to keep the project surviving all the while dreaming of the day when there would be enough people to eventually make it thrive.

Now, in the 9th annual Charity Week for orphans and needy children, with the help of Allah (SWT), our partner Islamic Relief and each one of you, we are able to start fulfilling our dreams. Each donor, each volunteer and each team member is starting to slot into place like the cogs in a well-oiled machine. Together, we are each able to produce a result far greater than the sum of parts. Together we are able to reach closer to achieving our vision than ever before. Together we are making a difference.

جزاك الله خيرا

Your Charity Week Team



W - www.onecharityweek.com E - info@onecharityweek.com F - facebook.com/oneCharityWeek T - @oneCharityWeek

## YOUR **NATIONAL TEAM**

Taking part in Charity Week is a privilege and a blessing. You get the chance to do blessed work whilst gaining new skills and having fun. One of the best parts of Charity Week is that along the way, you meet some incredible people who share the same vision of Muslim unity as you. This is a list of just some of the current heroes and future leaders of the Ummah (insha' Allah):

#### SCOTLAND

Rep: Hamzah Ahmed City Reps: Kiratol Nisa, Nabeel Ghaffar, Aneega

Arshid, Muhammad Tahir Aslam, Anika Chowdary

Team: Sadia Anwar, Isra Shafiq, Sumayyah Abid, Maryam Sultan, Hajira Nisa, Zainab Rizwan, Dinah Nassan, Marium Rizwan,

Arouje Ali, Ifrah Ali, Anum Mahmood

#### NORTH

Reps: Zeeshan Ansar, Somia Mohammed

Team: Jamila Kossar, Nadia Altairy, Sajeda Shubib, Noone Osman,

Abdul Basit, Ayat Bashir

#### **MIDLANDS**

Rep: Abdulsalam Shahin Vice Rep: Abid Shah

**Team:** Adam Degia, Aisha Mohamed

#### **WALES & WEST**

Rep: Alliah Hassan

**Team:** Ibtahal Taleb, Fahd Zaman, Rayhan Sheikh, Atiq Rehman

#### LONDON

Rep: Talha Ansari Co Rep: Aamir Shamsi

**Team:** Tasneem Kabir, Sarah Rhammaz, Safina Shaukat, Nageena Shaukat, Anum Sharif, Rima Nawaz, Tasneem Kapadia, Munaj Alayudeen, Sana Razzak, Sawsan Therese, Igbal Hussain, Salim Ahmed, Nasira Ahmed, Zuhaira Arshad, Duria Awale, Sofia Ahmad,

Zara Kadir, Masuda Begum

#### SOUTH

Rep: Muhammad bin Tayyab

Team: Zeshan Hussein, Hafsa Miah, Zeinab Edah-Tally, Zaynab Iman



Number of face-to-face National Team meetings for CW 2012



Number of National Team meetings for CW 2012

#### NATIONAL TEAM **MEMBERS**

**National Director:** Ahmed Shaikh

Gen Sec: Mariam Kadodia Finance: Ridah Bashir

Training: Saira Chaudhry Website: Amir Nazim / Mohamed Imran

Events: Ahthsham Ashraf Operations: Amanah Anwar

/ Sidrah Jabbar **Communications:** Ripa Akhtar

Projects: Anisah Khan / Danish Ashraf / Somia

Mohammed

Media: Sofia Ahmad Design: Saima Siddiqui / Nida Ilahi / Abida Bibi Publicity: Ameena Rahman

Social Media: Safa Mujahid





Ratio of graduates to students on the CW National Team



Ratio of males to females on the CW National Team









The first donation to CW2012 was by a taxi driver in Cardiff who donated the cost of the cab fare taking the National Director to a Charity Week meeting.



One of the donations received by CW fundraisers in Scotland was from a homeless man.



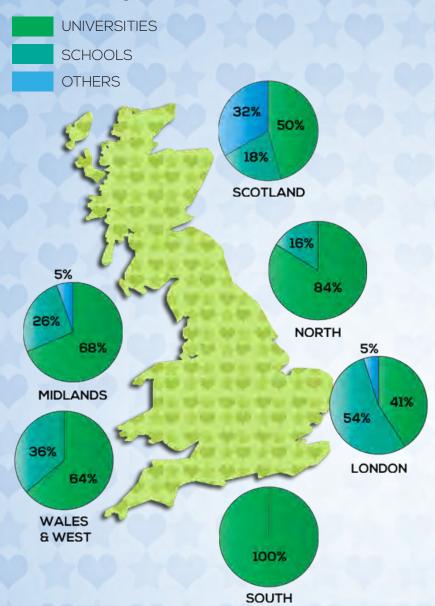


Midlands
This year was the

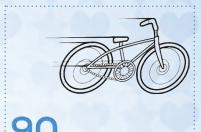
first year was the first time a Muslim Scouts group was involved in Charity Week. They raised £3007.73 in their first ever Charity Week!

## WHO'S INVOLVED?

Here at Charity Week, we measure success not by the amount raised but by how many people we are able to pass the vision on to. One way of doing so is making sure that we reach the widest possible audience at the most number of institutions. Here is an outline of the type of the institutions that got involved this year.







The distance cycled by two brothers across the Midlands to raise funds for Charity Week

Amount a CD of Islamic talks was sold for in KCL auction. Knowledge worth its weight in gold.



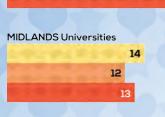




## PARTICIPATION 2010 TO 2012

## LONDON Universities 17 18





# 7 5 NORTH Universities

MIDLANDS Schools



# NORTH Schools 0 0 WALES & WEST Universities



WALES & WEST Schools





### 2010

2011

2012

#### AN AREA FOR DEVELOPMENT

The purpose of the Annual Report is to indicate how things compare in the past. Knowing the number and type of institutions that take part in each region allows us to strategise better for next year.

Whilst we have made improvements in the University demographics, the future of Charity Week seems to clearly lay with the thousands of schools, colleges and community organisations across the country that are still an untapped potential.



185
Total number of rotis made in the CW Roti Challenge.
Approximately 7 rotis were made by each competitor.





## BUDGET & EXPENSES

Every penny spent in undertaking Charity Week is spent with the utmost care, after ensuring that there is no cheaper option. We understand that our budget comes from our partner - Islamic Relief - and therefore is an Amanah (trust) with us.

#### BREAKDOWN OF CW 2012 BUDGET

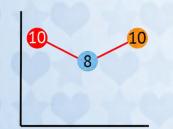
Budget = £32,500 TOTAL SPENT = £31,627.75 Resources - £15,980.95 Regional Annual Dinners -£12,417.79 Travel - £2,402.61

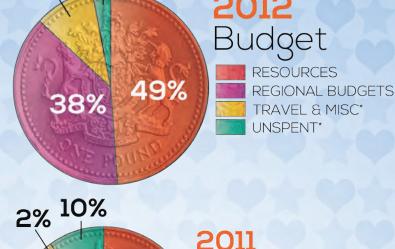
Travel - £2,402.61 Miscellaneous - £826.40

\*2012 budget included travel claims whereas previous budgets did not. Any unspent funds were returned to Islamic Relief.



2010 - 10 2011 - 8 2012 - 10







10% 3%





145

Pairs of fists in fist bump explosion chain carried out by Liverpool ISoc in CW2012: A new world record. The previous world record for fist bump explosion chains was 98.



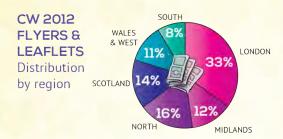
25

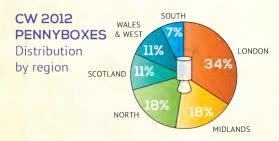
Total number of hours of handovers conducted by CW2011 team to CW2012 team



## ANATOMY OF RESOURCES

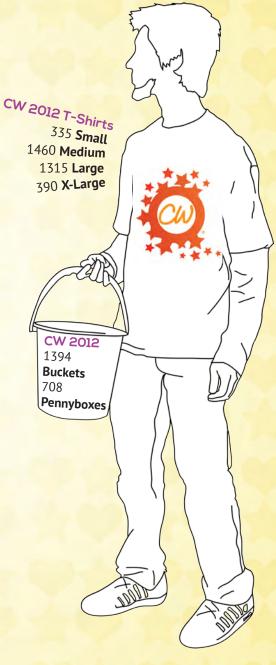


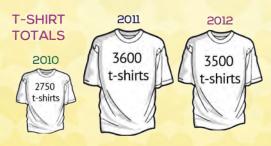


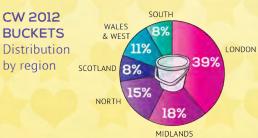


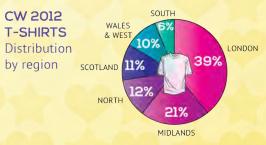














## GRAND **TOTAL**:

MAY ALLAH ACCEPT IT FROM US, AMEEN.

The benefit of working together is self-evident from this year's Charity Week total. Rather than individual Islamic Societies struggling to raise a few thousand, the sum we raise together is a sign, we believe, of the barakah (blessing) involved in this project.

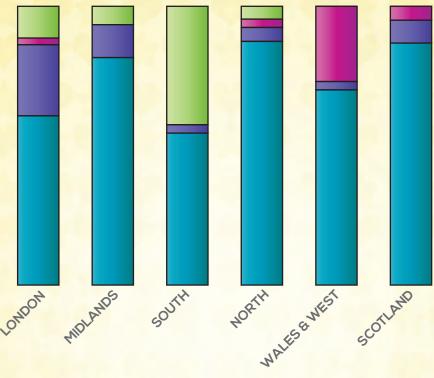


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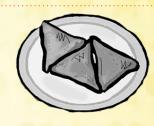




## DONATIONS & BANKING



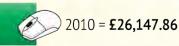


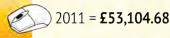


E300

Amount paid for a single samosa at the UCL CW 2012 Auction

#### **ONLINE DONATIONS**

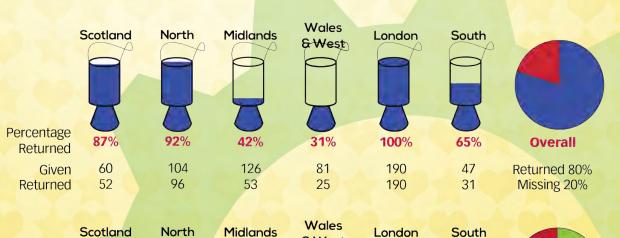






## TOP 5 DOWNLOADED DOCUMENTS FROM WWW. ONECHARITYWEEK.COM

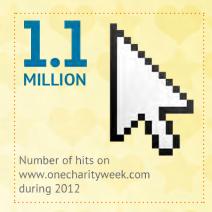
CW2011 Annual Report x 857 Who's who x 541 Accountability x 233 Orphan feedback letter (Eman - Gaza) x 58 Banking guidelines x 56



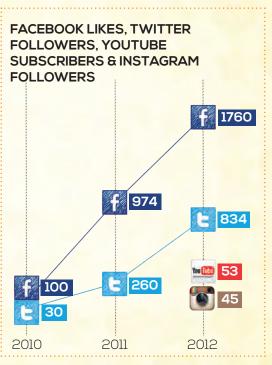


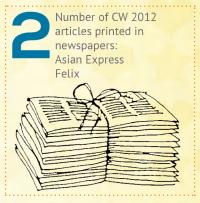
## SOCIAL MEDIA

This year saw a tremendous effort to improve our social media and publicity presence. The following page summarises how well we did and sets a marker for how we can improve in the years ahead.





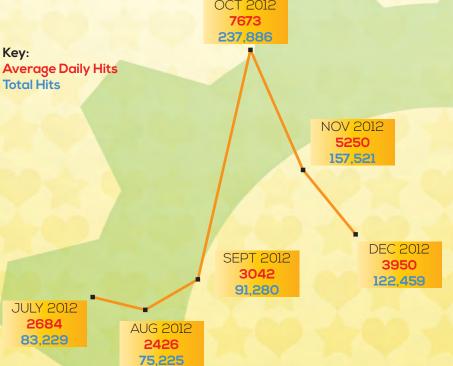






Number of weeks it took to develop the CW 2012 National Video

## MONTHLY UNIQUE VISITORS TO ONECHARITYWEEK.COM OCT 2012 7673







## **PUBLICITY**

We want to share the beauty and the vision of this project with as many people as possible. Our publicity machine this year moved into a higher gear... but as long as there are people out there who don't know what Charity Week is all about - we won't rest!













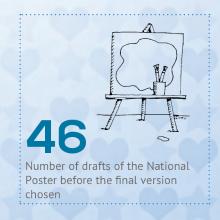








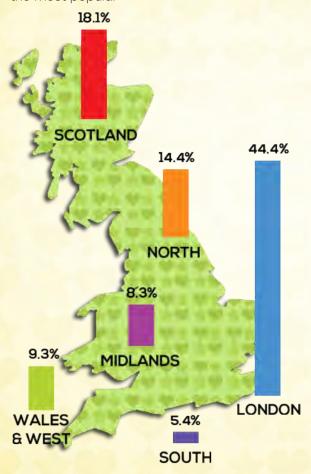




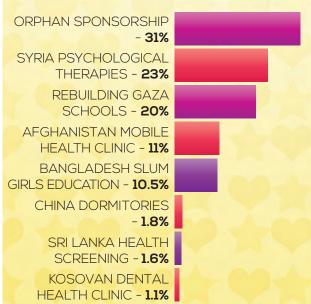
## WHERE THE **MONEY WENT**

#### PROJECT SELECTION

A selection of potential projects was emailed out to each region. Choices were made online. Below is a breakdown of the response from each region and which projects proved to be the most popular



#### MOST POPULAR PROJECTS AS SELECTED BY YOU







#### **GAZA**

Project: Rebuilding Damaged Schools

Location: Gaza, Palestine

Cost: £154,500

No. of schools: 6 (benefitting over 4,500 children)

Many children have died during the blockade and war of Gaza, but of those who survive, it is estimated that 62,576 have had their future snatched away by the destruction and damage caused to schools. Through Charity Week you have funded the rebuilding of more than 6 schools. This includes structural repairs of buildings, repairing toilets, drinking water fountains, electrical fixtures and repairing doors and windows. The schools provide a safer and more comfortable environment for these children to pursue their education again.

#### **SYRIA**

Project: Psychological & educational support to Syrian refugee children Location: Refugee camps in Lebanon Cost: £74,400

Number of beneficiaries:

1,200 children



The death and destruction being caused in Syria has led many to flee their homes. Over 60,000 Syrians are in Lebanon at present and whilst we can all see their need for food and clothes, what many of us cannot see is the deep psychological trauma that the children are going through. The combination of depression, post-traumatic stress and anxiety will affect their lives long after the war is over. This programme aims to counter these psychological scars by training 150 people to diagnose and treat them. It also involves helping bridge the educational gap these children are experiencing by providing extra tuition in Arabic, English and Mathematics, as well as art, sports and drama classes in a safe and friendly environment.

## WHERE THE MONEY WENT

#### **AFGHANISTAN**

Project: Free Health Care & Health Education for Orphans

Location: Kabul, Nangarhar and Balkh

Cost: £89,579

Number of beneficiaries: Over 1000 orphans

Afghanistan has over 2 Million orphans with one of the highest child mortality rates in the world (1 in 4 will not reach the age of 5.) Security risks makes it difficult to set up traditional health camps. This project employs staff to personally visit beneficiaries and provide health checks & health education. Children with serious health problems will be seen at their closest hospital for treatment. Prevention of disease is of paramount importance amongst the young, hence this project aims to raise awareness within the communities about adequate nutrition, appropriate hygiene, sanitation and drinking water.

#### **ORPHAN SPONSORSHIP**

Project: Sponsoring orphans for all their health, shelter and educational needs

Location: Gaza and Pakistan

Number of Orphans: 53 (one-to-one) 121 (Continuing

**Charity Week sponsorship)** 

Charity Week has been sponsoring over 100 orphans from the South East Asia Earthquake since 2005 and more than 110 orphans from Gaza since 2008. This is the first year that we have given individuals the opportunity to take on the sponsorship themselves. More than 53 orphans have been sponsored by individuals meaning that from 2014 onwards, Charity Week will continue fully sponsoring 121 orphans. The feedback we get from the remaining guardian of these orphans is a constant source of inspiration to us.









All pictures are for illustration purposes only.

Pakistan £3,132

£24,132

in one-to-one sponsorship from individual CW donors



## EXTERNAL FEEDBACK

Feedback is an important process within Charity Week. Hundreds of people were surveyed at the Charity Week Round-off dinners, here are some of the results:

Yes, I was aware of CW2011 projects?

Wales 65% London 59% South 58% Scotland 53% Midlands 44%

Yes, I read the CW2011 Annual

North 8%



Scotland 43% South 35% London 20% Midlands 14% North 11%

54%

of attendees to the Wales & West round-off dinner donated via

Just Text Giving

compared to an average of just 6% in other regions.



50%

Proportion of North roundoff dinner attendees who had no interaction with CW publicity Did you donate via Virgin Money Giving?

Giving? money
London 54% giving

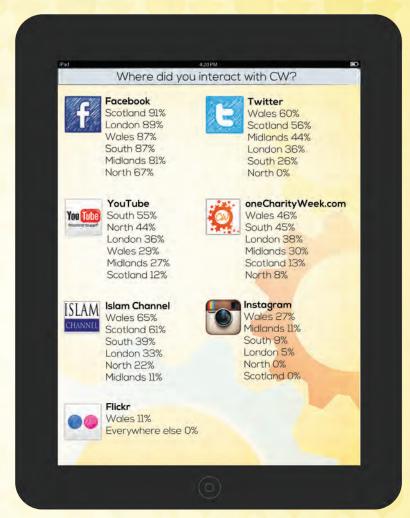
Wales 44% Midlands 42% South 25%

North 8% Scotland 11%

50%
of Scotland round-off
dinner attendees had taken
part in a CW flashmob.

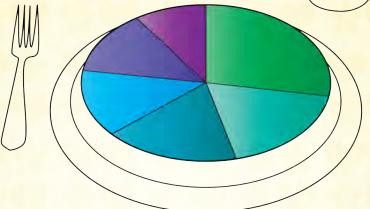


Proportion of Scotland round-off dinner guests who had watched the CW2012 trailer of regional dinner attendees from around the country took part in the sponsored walk up Scafell Pike





MIDLANDS £3,458.27 LONDON £2,289.34 NORTH £2,157.25 SOUTH £1,723.35 SCOTLAND £1,644.56 WALES & WEST £1,145.02





Number of hours before Midlands Round-off Dinner that the venue was cancelled due to unforeseen circumstances. A new venue was found last minute. NUMBER OF ATTENDEES TO EACH DINNER

MIDLANDS 150-180 LONDON 600-700 NORTH 175 SOUTH 80 SCOTLAND 120 WALES & WEST 90



15

Number of minutes ahead of schedule that the CW 2012 National Round-Off event ran to.



6

Number of ISocs in London that did not pick up their framed certificates

## CELEBRATING SUCCESS, NATIONALLY

#### 17th November

The first ever South Region
Dinner was held in Surrey
with speaker Sheikh Atif
Jung. Attendees included
4 brothers who had driven
down from Scotland.



#### 18th November

Dinner held in Edinburgh, Scotland with Shaykh Amer Jamil and a surprise visit from the founder of CW



#### 21st November

Sheikh Reda Bedier speaks at the Midlands dinner, held at Birmingham.



#### 21st November

The North Dinner featured guest speaker Sheikh Ruzwan Mohammed and was held in Bradford



#### 25th November

The Wales & West Annual Dinner held in Cardiff with Shaykh Zane Abdo



#### 28th November

Last but not least, the
London and National Dinner
featured Sheikh Ahmed
Saad and Dr Hany El
Banna. Almost all the senior
management of Islanda
Relief attended the Vent.









## CONCLUSION

As we leave behind Charity Week 2012 and look forward to the 10th anniversary year in 2013, we hope you agree with us that we all have a lot to be grateful for, a lot to be proud of and a lot to be learnt. But whilst there is disunity and suffering, we still have a lot of work to do.

Together we can make a difference.

Wasalaam,
Your Charity Week Team







## **Appendices**

## **Charity Week 2012 Totals - [London Universities]**

University	Total Banked	Online	Credit Card	121	Total
Name	(CW Account)	Donations	Donations	121	l Otal
UCL	£30,234.67	£10,794.37		£9,516.00	£50,545.04
KCL	£23,659.85	£23,246.42	£2,695.00	£840.00	£50,441.27
Imperial	£26,433.76	£13,193.33	£1,800.00	£6,051.00	£47,478.09
QM/Barts	£8,651.21	£3,095.65	£165.00		£11,911.86
SGUL	£11,066.74	£895.50	£350.00	£3,360.00	£15,672.24
Westminster	£8,700.00	£10.00			£8,710.00
SOAS	£3,461.42	£1,548.36			£5,009.78
LSE	£3,621.98				£3,621.98
Royal Holloway	£2,764.01	£195.00			£2,959.01
London Met	£1,585.66	£1,200.00			£2,785.66
General	£610.25	£544.74			£1,154.99
Greenwich	£1,591.86				£1,591.86
Roehampton	£1,036.20				£1,036.20
Essex	£816.73				£816.73
UAL LCC	£435.29				£435.29
Luton	£431.60				£431.60
Middlesex	£194.07				£194.07
Total Amount	£125,295.30	£54,723.37	£5,010.00	£19,767.00	£204,795.67

## **Charity Week 2012 Totals - [London Schools]**

School Name	Total Banked	Online	Credit Card	121	Total	
School Harric	(CW Account)	Donations	Donations	121	Iotai	
Mulberry	£5,171.25	£25.00			£5,196.25	
Woodhouse	£1,253.27				£1,253.27	
College	£1,233.27				£1,233.27	
Woolwich Poly	£1,063.30				£1,063.30	
Sir George						
Monoux	£911.05				£911.05	
College						
Kings College	£200.00				£200.00	
School	2200.00				2200.00	
Cranford						
Community	£662.58				£662.58	
College						
Newvic 6th	£601.16				£601.16	
Form College	2001.10				2001.10	
Negus Sixth	£585.43				£585.43	
Form	2303.43				2303.43	

Central Foundation	£577.86				£577.86
Chelsea Academy	£366.02				£366.02
Brentford School for Girls	£360.60				£360.60
Stanmore College	£354.02				£354.02
Acton High	£350.00				£350.00
Plashet	£339.00				£339.00
Oasis Academy Hadley	£226.01				£226.01
Villiers	£125.00				£125.00
Enfield County School	£120.88				£120.88
Edmonton County School	£68.09				£68.09
College of Haringey, Enfield and NE London	£58.46				£58.46
Richmond Park Academy	£53.96				£53.96
Total Amount	£13,447.94	£25.00	£0.00	£0.00	£13,472.94

LONDON £218,268.61

## **Charity Week 2012 Totals - [Scotland Cities]**

City Name	Total Banked	Online	Credit Card	121	Total
City Name	(CW Account)	Donations	Donations	121	l Otal
Dundee	£6,017.08	£1,098.50	£700.00		£7,815.58
Edinburgh	£20,161.55		£728.00		£20,889.55
Glasgow	£26,495.58	£3,196.00	£1,950.00	£192.00	£31,833.58
St. Andrews	£1,533.70			£348.00	£1,881.70
Aberdeen	£3,665.00	£152.00	£65.00		£3,882.00
General	£311.05	£310.00			£621.05
Total Amount	£58,183.96	£4,756.50	£3,443.00	£540.00	£66,923.46

SCOTLAND

TOTAL: £66,923.46

## **Charity Week 2012 Totals - [Midlands Universities]**

University Name	Total Banked (IR Account)	Total Banked (CW Account)	Online Donations	Credit Card Donations	Total
Nottingham		£8,561.76	£2,459.00		£11,020.76
DMU		£7,583.14	£1,811.80		£9,394.94
Birmingham					
University		£5,071.86	£2,000.00		£7,071.86
Cambridge					
University		£2,278.00	£730.00		£3,008.00
Leicester					
University		£5,072.47	£355.00		£5,427.47
Lincoln					
University		£901.25			£901.25
Loughborough		£1,395.47			£1,395.47
Newman					
College					
University		£947.00			£947.00
Nottingham					
Trent		£880.00			£880.00
Oxford		£625.00			£625.00
UEA		£4,534.31			£4,534.31
Warwick	£2,895.57				£2,895.57
Wolverhampto					
n		£3,823.81	£40.00		£3,863.81
General		£182.53	£71.00		£253.53

Total Amount	£2,895.57 £41,856.60	£7.466.80	£0.00	£52,218.97
i ocai / linoanc	22,000.01	21,100.00	20.00	202,210.01

## Charity Week 2012 Totals - [Midlands Schools]

School Name	Total Banked (IR Account)	Total Banked (CW Account)	Online Donations	Credit Card Donations	Total
Beauchamp					
College		£165.49			£165.49
LIA		£1,344.49			£1,344.49
Madani High					
School		£4,417.23			£4,417.23
One Ummah					
Scouts		£3,007.73			£3,007.73
Regent		£586.15			£586.15
WQEIC		£3,000.00			£3,000.00
Total Amount		£12,521.09	£0.00	£0.00	£12,521.09

MIDLANDS

TOTAL: £64,740.06

## **Charity Week 2012 Totals - [North Universities]**

University Name	Total Banked (IR Account)	Total Banked (CW Account)	Online Donations	Credit Card Donations	Total
Leeds & Leeds					
Met		£10,763.36	£1,012.00	£1,905.00	£13,680.36
Liverpool		£13,024.86	£243.50		£13,268.36
Manchester					
Isocs		£7,303.27	£35.00		£7,338.27
USIC		£4,302.14			£4,302.14
Huddersfield		£2,691.59			£2,691.59
Hull	£2,689.50				£2,689.50
Liverpool John					
Moores		£1,439.72	£1,120.00		£2,559.72
Newcastle &					
Northumbria		£2,445.00			£2,445.00
Sunderland		£2,276.62			£2,276.62
Edge Hill		£745.00			£745.00
Lancaster		£700.01			£700.01
General			£40.00		£40.00
University of					
Cumbria					
(Lancaster)		£500.30			£500.30
Liverpool Hope		£292.97			£292.97
Durham		£151.78			£151.78

Total Amount £2,689.50 £46,636.62	£2,450.50	£1,905.00	£53,681.62
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## **Charity Week 2012 Totals - [North Schools]**

School Name	Total Banked (IR Account)	Total Banked (CW Account)	Online Donations	Credit Card Donations	Total
Bolton Muslim					
Girls School		£225.00			£225.00
Manchester					
High School for					
Girls		£3,764.09			£3,764.09
KD Grammar					
School		£923.61			£923.61

Total Amount £4,912.70	£0.00	£0.00	£4,912.70
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NORTH TOTAL: £58,594.32

## **Charity Week 2012 Totals - [Wales Universities]**

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University	Total Banked	Online	Credit Card	Total
Name	(CW Account)	Donations	Donations	TOtal
Cardiff	£4,060.00		£5,655.00	£9,715.00
Swansea	£4,553.17	£170.00		£4,723.17
Bristol	£1,132.91	£509.00		£1,641.91
Glamorgan	£1,008.20			£1,008.20
Bath	£917.44			£917.44
UWE	£749.00			£749.00
Cardiff Met	£705.00			£705.00
General		£10.00		£10.00
Total Amount	£13,125.72	£689.00	£5,655.00	£19,469.72

### Charity Week 2012 Totals - [Wales Schools]

School Name	Total Banked (CW Account)	Online Donations	Credit Card Donations	Total
Bishop Gore	£354.89	£12.50		£367.39
St Davids				
College	£311.98			£311.98
Olchfach				
School				
Swansea	£106.45	£12.50		£118.95
Cathays High				
School	£431.00			£431.00
Total Amount	£1,204.32	£25.00	£0.00	£1,229.32

WALES TOTAL: £20,699.04

## **Charity Week 2012 Totals - [South Universities]**

University Name	Total Banked SU	Total Banked (CW Account)	Online Donations	Credit Card Donations	Total
Brighton &					
Sussex		£5,053.93			£5,053.93
Surrey	£4,255.30				£4,255.30
Kent		£2,983.28			£2,983.28
Southampton		£2,112.85	£85.00		£2,197.85
Medway		£1,309.84	£310.00		£1,619.84
Portsmouth		£1,405.60	£5.00		£1,410.60
Plymouth		£621.00			£621.00
Exeter		£393.87			£393.87
General			£20.00		£20.00

Total £4,255.30 £13,880.37 £420.00 £0.00 £18,555
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**SOUTH TOTAL:** £18,555.67

NB Changes in figures announced at CW Round-Off Dinners to those included in appendices have occurred due to delays in payments made via credit cards, student union transfers and cheques.





For information on how to get your community / institution involved in Charity Week 2013 or for any other enquiries, please email us at: info@onecharityweek.com

This brochure is made from 1% inspiration and 99% perspiration. Recycle it by passing it on to everyone you know and spreading the message of unity