



# ONE HUNDRED GRAINS

*Growth through giving*



A UNIQUE OPPORTUNITY TO  
CONNECT WITH **TRUSTED CHARITIES**  
WHO SHARE YOUR VALUES

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The example of those who spend their wealth in the cause of Allah is that of a grain that sprouts into seven ears, each bearing one hundred grains. And Allah (multiplies the reward even more) to whoever He wills. For Allah is All-Bountiful, All-Knowing.

Quran 2:261

Charity is central to everything we do at Islam Channel and **One Hundred Grains** is our exciting new campaign, which aims to put charity exactly where we think it should be: at the very heart of every business.

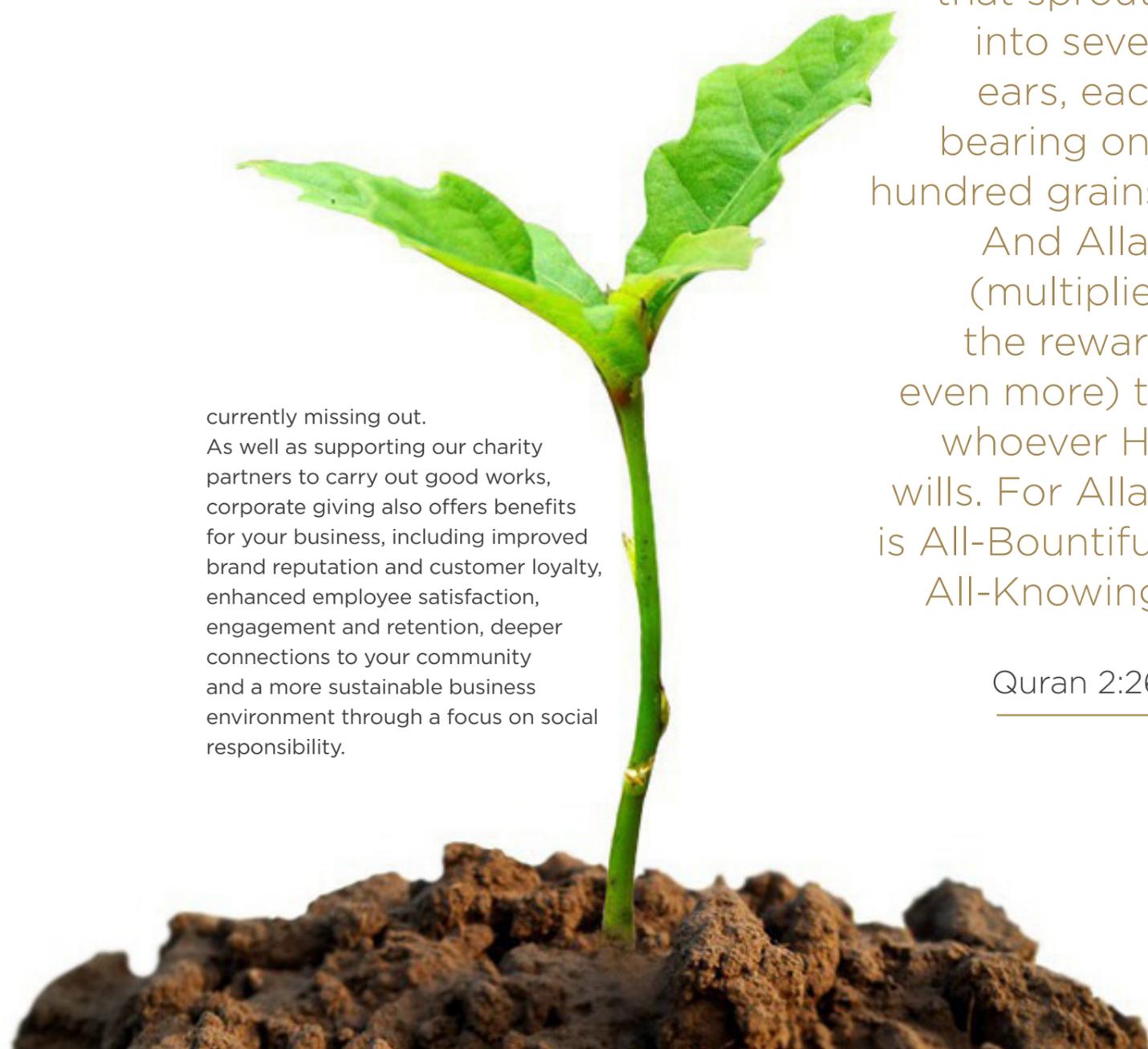
Through this new and exciting programme, we give you the opportunity to connect with our trusted charity partners so that you can access well established corporate programmes which will enrich the work lives of your employees, enhance your company's reputation and enable your business to start its virtuous circle of good works.

According to the Charities Aid Foundation, in 2024 UK businesses donated an estimated £4.2 billion to charities. We believe that Muslim-led businesses could and should be setting the agenda and this new programme aims to support you to do just that.

It is well known that Muslim donors are the most generous in the UK, we believe that there is a strategic opportunity for Muslim-owned and oriented businesses to lead the way in corporate partnerships too.

Mainstream businesses are already benefiting from charity partnerships with huge gains for both sides. We want to play our part in setting the agenda for corporate giving in the UK, to benefit Muslim charities and businesses, which are

currently missing out. As well as supporting our charity partners to carry out good works, corporate giving also offers benefits for your business, including improved brand reputation and customer loyalty, enhanced employee satisfaction, engagement and retention, deeper connections to your community and a more sustainable business environment through a focus on social responsibility.





# AL MUSTAFA WELFARE TRUST

Charity Number: 1118492  
Contact: hasan@almustafatrust.org

## OUR MISSION AND AIMS

Al Mustafa Welfare Trust is dedicated to alleviating poverty and improving the quality of life for marginalized communities around the world. Its mission focuses on providing essential services such as healthcare, education, and vocational training, as well as addressing urgent humanitarian needs. The charity aims to empower individuals

through sustainable projects that foster self-reliance and resilience, particularly among vulnerable populations like orphans, victims of trafficking, and the impoverished. By promoting community development and facilitating social cohesion, Al Mustafa Welfare Trust seeks to create lasting positive change, ensuring dignity and support for those in need.



## OUR KEY PROJECTS

### HEALTHCARE INITIATIVES:

Mobile eye clinics and health camps providing essential medical services to underserved communities.

### EDUCATION PROGRAMMES:

Scholarship schemes for orphans and underprivileged children, along with vocational training centres that equip individuals with marketable skills.

### DISASTER RELIEF OPERATIONS:

Emergency response initiatives that deliver food, shelter, and aid during crises.

### HUMAN RIGHTS AND BONDED LABOUR:

Zakat specific projects to alleviate the issue of human bonded labour

### COMMUNITY DEVELOPMENT PROJECTS:

Sustainable agriculture programmes that enhance food security and promote self-sufficiency among impoverished populations.

### WOMEN'S EMPOWERMENT:

Microfinance programmes supporting female entrepreneurship and providing training in economic independence.



## OPPORTUNITIES FOR YOUR BUSINESS

- ✓ PAYROLL GIVING
- ✓ CHARITY OF THE YEAR
- ✓ CHALLENGES & EVENTS
- ✓ CAUSE-RELATED MARKETING
- ✓ STRATEGIC PARTNERSHIPS
- ✓ VOLUNTEERING
- ✓ CSR OPPORTUNITIES

## OUR EXPERIENCE

We have a number of corporate donors who donate to our causes on a regular basis. The sponsoring of medical camps is popular, as the tangible results of their donations

can be seen. These also allow for volunteering and deployment opportunities which are hugely enriching for the donors.





# ISLAMIC RELIEF

Charity Number: 328158  
Contact: [Philanthropy@islamic-relief.org.uk](mailto:Philanthropy@islamic-relief.org.uk)

## OUR MISSION AND AIMS

Islamic Relief is a leading international humanitarian and development organisation founded in 1984 to alleviate suffering and empower communities worldwide. Guided by Islamic values of compassion, justice and stewardship, it provides life-saving emergency relief, supports sustainable development, and campaigns for social and economic justice. Working

in over 30 countries, Islamic Relief delivers programmes in food security, health, education, water and sanitation, livelihoods and climate resilience. Its mission is to serve vulnerable people regardless of race, religion or gender, addressing both immediate needs and long-term poverty, while promoting dignity, self-reliance and a fairer, more caring world for all.



## OUR KEY PROJECTS

**CLEAN WATER & SANITATION:**  
Sponsor wells, water systems and hygiene facilities.

**EDUCATION SUPPORT:**  
Fund schools, classrooms, teacher training and learning materials.

**HEALTH & MEDICAL AID:**  
Back mobile clinics, maternal care and emergency health responses.

**ORPHAN & CHILD WELFARE:**  
Support sponsorship programmes and child protection projects.

**SUSTAINABLE LIVELIHOODS:**  
Invest in microfinance, vocational training and climate-resilient agriculture.



**EMERGENCY RESPONSE:**  
Partner on disaster relief appeals to deliver rapid aid.

**SEASONAL FOOD & SHELTER:**  
Co-fund Ramadan, Qurbani and winter aid distributions.

## OPPORTUNITIES FOR YOUR BUSINESS

- ✔ PAYROLL GIVING
- ✔ CHARITY OF THE YEAR
- ✔ CHALLENGES AND EVENTS
- ✔ CAUSE-RELATED MARKETING
- ✔ STRATEGIC PARTNERSHIPS
- ✔ VOLUNTEERING
- ✔ CORPORATE GRANTS OR CSR FUNDS
- ✔ IN KIND SUPPORT AND PRO BONO WORK

## OUR EXPERIENCE

Islamic Relief has built strong corporate partnerships that combine fundraising, volunteering and community engagement. Highlights include hosting high-profile Iftar events with organisations such as Hogan Lovell and Google, bringing together

staff, stakeholders and supporters during Ramadan. Corporate teams have also used their volunteering days to pack food for the homeless and prepare meals with The Felix Project. Retail partners like Lola's Cupcakes donated a percentage of

sales during Ramadan to support vital programmes. In addition, Islamic Relief's flagship Charity Week engages businesses and corporates across the UK, offering meaningful ways to contribute, collaborate and amplify social impact.



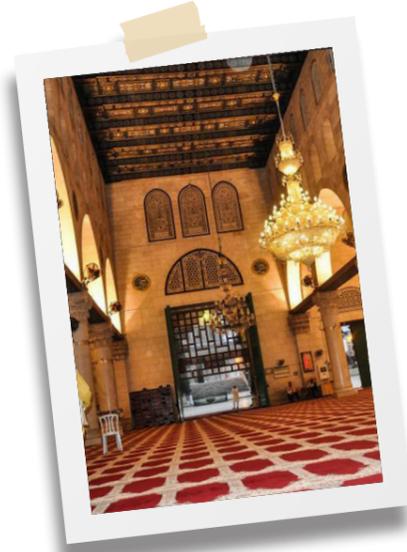
# MUSLIM HANDS

Charity Number: 1105056  
Contact: [majorgiving@muslimhands.org.uk](mailto:majorgiving@muslimhands.org.uk)

## OUR MISSION AND AIMS

Muslim Hands is an international aid agency founded in 1993 to tackle poverty and injustice worldwide. Its mission is to provide emergency relief and implement long-term development projects that empower communities. Inspired by Islamic values, the charity aims to address the root causes of poverty by ensuring access to education,

clean water, healthcare, and sustainable livelihoods. Working in over 30 countries, Muslim Hands focuses on transparency, accountability, and community-driven solutions. Its vision is a fairer world where every individual has the means to live with dignity, while donors' trust (amanah) is honoured through impactful, ethical, and faith-aligned programmes.



## OUR KEY PROJECTS

Muslim Hands UK delivers impactful programmes that align with CSR priorities. Flagship initiatives include:



**THE OPEN KITCHEN IN LONDON:** serving free nutritious meals daily to low-income families and rough sleepers, tackling food poverty locally.

**THE YOUNG MUSLIM WRITERS AWARDS:** empower youth through literacy and creative expression, fostering education and confidence.

**INTERNATIONAL PROJECTS:** span clean water solutions, orphan sponsorship, and emergency relief in crisis zones like Gaza, Yemen, and Pakistan.

**SADAQAH JARIYAH PROJECTS:** building wells, schools, and healthcare facilities—creating sustainable change. These programmes combine social impact with ethical, faith-driven values, ideal for corporate partnerships.

## OPPORTUNITIES FOR YOUR BUSINESS

- ✓ PAYROLL GIVING
- ✓ CHARITY OF THE YEAR
- ✓ FUNDRAISING CHALLENGES & EVENTS
- ✓ CAUSE-RELATED MARKETING & CAMPAIGNS
- ✓ BESPOKE STRATEGIC PARTNERSHIPS
- ✓ VOLUNTEERING
- ✓ CSR OPPORTUNITIES
- ✓ MATCHED DONATIONS
- ✓ CORPORATE SPONSORSHIP

## OUR EXPERIENCE

Al-Hamdu lillah, over the years many businesses have sponsored the construction of schools, water wells, orphanages, medical facilities and a whole host of projects here in the UK through our Open Kitchens

and across the globe. We have a dedicated Major Giving team that helps to facilitate this and bespoke programmes on behalf of businesses in a timely, transparent and efficient manner. This includes unique

and incredible opportunities from renovation works at the Blessed Masjid Al-Aqsa and Umayyad Masjid in Damascus to providing clean drinking water to entire cities in the blessed lands of Yemen.



# ORPHANS IN NEED

Charity Number: 1144812  
Contact: info@orphansinneed.org

## OUR MISSION AND AIMS

Orphans in Need exists to protect and uplift orphaned children and widowed families who are often forgotten. The mission is simple but urgent: provide food, shelter, education, healthcare and long-term care so children can grow with dignity, security and opportunity. The charity supports widowed mothers to rebuild their lives, ensuring children remain in

safe, loving homes rather than in institutions or on the streets. Beyond aid, the aim is to break cycles of poverty and vulnerability through sustainable support, community projects and global partnerships. Every programme is rooted in compassion, accountability, and the belief that every child deserves a future, not just survival.



## OUR KEY PROJECTS



## OPPORTUNITIES FOR YOUR BUSINESS

- ✔ PAYROLL GIVING
- ✔ CHARITY OF THE YEAR
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- ✔ CAUSE-RELATED MARKETING
- ✔ STRATEGIC PARTNERSHIPS
- ✔ VOLUNTEERING

## OUR EXPERIENCE

A number of companies have been actively supporting Orphans in Need by donating through their CSR programmes and fundraising within their organisations. They've raised money through staff participation, client engagement and workplace

giving, helping to fund key projects for orphans and widowed families. This corporate backing has not only provided vital financial support but also increased awareness of the charity's mission across different sectors.

HELP **SET THE AGENDA**  
IN CORPORATE GIVING  
AND **REALISE ITS HUGE**  
**POTENTIAL**

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To find out more  
complete our enquiry form at:  
[islamchannelawards.co.uk/business-questionnaire](http://islamchannelawards.co.uk/business-questionnaire)  
or email **charities@islamchannel.tv**

