



## OUR VISION

A movement of conscious Muslim youth striving for a just and sustainable world

## OUR MISSION

To inspire and enable young British Muslims to take positive action for social and environmental justice

# Message from Executive Director and Chair

This year was a year of growth for **MADE**, with a focus on strengthening our education programme within schools, madrassas and youth groups, and developing an in-depth activism programme for Muslim students at specialist institutes and universities. Overall MADE has worked with over 4,300 young people within UK schools and madrassas, and piloted the tailored activism course with university students in Dublin, Loughborough and London.

MADE has been inspiring young people through informing them about issues of social justice, raising awareness about the Islamic perspective on poverty, global hunger, fairtrade, workers rights and the environment. MADE has also enabled young people to build on this knowledge to take action, through providing specific tools and training including advocacy skills, through supporting youth-led campaigns, and through leading on ground-breaking initiatives such as 'Green Up my Energy' which reached nearly 4,000 people.

More than 70% of young British Muslims say their faith is key to encouraging their activism. It says in the Qur'an **"Indeed God does not change the condition of people until they change what is in themselves"** (13:11) This verse continues to motivate the intentions and work of MADE, and the young people who take action – both to make changes within themselves and to make a difference to the wider world.

None of this would have been possible without the support of our many partners, funders and donors. We thank you for your investment in these young people, enabling them to make a difference.



**Sarah Javaid**  
Executive Director



**Faaria Ahmad**  
Chair

# Education Programme

This year our global education programme has continued to grow, engaging with more schools, madrassas and youth groups across the UK, through our teacher training, workshops and lesson resources. Throughout 2015-6, we have been inspiring more young people, based on Islamic values and teachings, to take action on issues including poverty, social injustice and climate change.



*"After today's lesson I have learned that the Prophet (saw) said 'do not waste water even if you were at a running stream.' I pledge to not leave the tap running when brushing my teeth or doing wudu."*

Student at Darul Uloom, Birmingham

## OUR HIGHLIGHTS OF THIS YEAR

- The schools team engaged with over **4,300 students in schools and madrassas across the UK**
- Worked with over **20 educational institutions, delivering assemblies, workshops**, linking projects and much more. 5 Schools and 3 Youth Groups took part in the 'Global Education Beacon Award'
- **6 schools and youth groups took an active part in the Ultimate Water Challenge**, learning about the importance of water conservation and reviving the use of the prophetic amount of water during wudu (ablution), with a further 1,200 students learning about the importance of water in Islam at workshops and assemblies
- **1,300 students took part in Fairtrade Fortnight, and attended a lesson about Fairtrade.** Hundreds from the wider community attended Fairtrade breakfasts hosted by the schools, eating and learning together
- **852 students learnt about global poverty and over 100 students participated in live below the line** living on £1 a day for all of their food and drinks for 5 days
- **MADE supported 4 schools** to run their own food waste and environmental campaigns



# Activism training for Muslim students

Using **MADE's** many years of experience and building upon its existing resources, this year MADE has begun to develop a new intensive module on activism and campaigning. The course is available from September 2016, as an evening part-time course as well as a weekend version for Islamic Societies at Universities and Colleges.

## OUR HIGHLIGHTS OF THIS YEAR

- **763 young British Muslims** to date have received activism training from MADE
- **University students in Dublin, Loughborough and London** benefited from the tailored activism course

*"A very enlightening, thought provoking course. It broke down the concept of campaigning to a very real-down to earth activity that anyone can follow and implement."*

Participant,  
Activism Course

*MADE helped build my confidence to get people involved in an issue they may not be aware of, and made me realise the huge potential for activism in Muslim communities"*

Qaisar, London



# Ethical consumption: Fairtrade in Islam

2015/6 saw **MADE** raise awareness of the importance and role of Fairtrade in Islam. To demonstrate that awareness practically, MADE ran a #BuyPalestinian campaign that highlighted the importance of purchasing fairly traded Palestinian goods.

## OUR HIGHLIGHTS OF THIS YEAR

- **Supported 5 Mosques** (Holborn, Palmers Green, East London Mosque, Al Manar, Glasgow and Edinburgh) **applying for Fairtrade status**
- **Published four resources**, including the first ever Khutbah template and resources for the Fairtrade Foundation on Islam and Fairtrade
- **Held the first ever Fairtrade Iftar** at East London Mosque with over 300 people
- **Organised 15 events across the UK** about the campaign and Fairtrade in Islam
- **Delivered the first Fairtrade Khutbah with over 4,000 worshippers** which was also broadcast on Channel 5 to thousands of people across Europe
- **Trained 30 young people** about the importance of Fairtrade and ethical consumerism to continue the work in local communities, Mosques and Schools
- **Encouraged three Mosques to commit to only using Fairtrade** Palestinian Dates at Iftar during Ramadan.



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# Shop

This year the **MADE** Shop continued to work hard to give people access to products which recognise the social, environmental and financial impact their purchasing has across the world.

## OUR HIGHLIGHTS OF THIS YEAR

- **Organised an iftar called 'Sense and Responsibility' in partnership with Muslmaat London** with over 500 women attending and raising £18,000 to invest in the MADE shop
- **Supported Palestinian farmers and their families** through the sale of Palestinian products including dates and olive oil
- **Held 56 stalls selling our products at events across the UK**, including Birmingham, London and Leicester
- **Supported projects including Acholi women in Kireka**, survivors of the Rana Plaza factory collapse, and Palestinian farmers with Zaytoun.

*"I've never been more connected to the struggle than I am now. The MADE Shop truly is a power storm injecting life and energy into the lives of those most vulnerable."*

Tashin, former MADE Shop intern



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# Green Up My Energy!

**MADE** launched a new campaign to mobilise Muslim communities to lobby the government to invest more in renewable energy in the run up to UN Climate talks in Paris in December 2015.

## OUR HIGHLIGHTS OF THIS YEAR

- **Founded a new coalition called Muslim Climate Action (MCA)** alongside Ifees, Global One, Muslim Charities Forum and Islamic Relief
- **Organised a public prayer in Parliament Square** with MCA with over 400 people to mark the Global Day of Action Against Dirty Energy
- **Spoke at many events across UK and Europe** including Islamic Climate Change Symposium, Friends of the Earth, Bond and the Climate Coalition
- **Engaged the support of over 50 religious and community leaders** in lobbying the government around its energy policies

*"The amazing trip to Paris made me more aware of the strong link between Islam and the environment whilst also connecting me with other like-minded people. Since the trip I have been more motivated to take action against climate change."*

Fatima El-Meeyuf

# Green Up My Community!

In 2015-6 **MADE** continued its campaign to encourage Mosques and Islamic Institutes to become more environmentally sustainable through the Green up Award.

## OUR HIGHLIGHTS OF THIS YEAR

- **Held 56 stalls selling our products at events across the UK**, including Birmingham, London and Leicester
- **Supported projects including Acholi women in Kireka**, survivors of the Rana Plaza factory collapse, and Palestinian farmers with Zaytoun.

*"I took part in combatting fuel poverty for struggling households and seeing the gratitude of the people we helped was very moving and has encouraged me to continue with this work. I am now both working and studying in the environmental field and I will be visiting Zanzibar this summer to work on a recycling project."*

Muinat Adeyemo



# Challenges & Events

## Tour De Salah

**MADE** held the second Tour De Salah in partnership with Ibn Battuta Expeditions with over 80 participants cycling 100km across London stopping to pray each of the 5 daily prayers at different Mosques, including East London Mosque, Kingston Mosque, London Central Mosque and Palmers Green. £35,000 was raised for MADE and further funds for other charities including Penny Appeal, Human Appeal, Islamic Relief and Ebrahim College.

## The Ultimate Water Challenge

**MADE's** new fundraising challenge aimed to revive the forgotten sunnah of water sustainability whilst raising money for a well in Zanzibar. Over 300 school children and adults took part raising just under £12,000.

## MADE+ Talks

The **MADE+** talks in London brought a host of inspiring speakers together including Waddah Khanfah (former Al Jazeera journalist), Malia Bouattia (NUS President) and Nabeel Al-Azami (Founder, Murabbi). In other cities MADE was also able to host other incredible speakers including Yasmin Mogahed in Cardiff, Ambassador Ebrahim Rasool in Manchester.

*"What a day, praying in congregation, raising money for our Ummah and a top health reminder to look after the bodies we have been blessed with!"*

Rahat Hadi,  
2015 Tour De Salah  
participant.



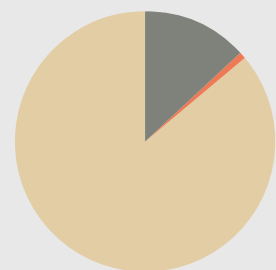
# Partners & Supporters

We would like to thank the following partners and supporters:

BMTV	Ebrahim College	Joseph Rowntree Charitable Trust	One Agency
Bond	The Emerald Network	London Muslim Centre	People & Planet
City Bridge Trust	Fairtrade Foundation	London Sustainability Exchange	Rayne Foundation
The City Circle	Faith Regen Foundation	Muslim Council of Britain	Tudor Trust
The Climate Coalition	Global One 2015	Muslim Charities Forum	Zaytoun CIC
Department for International Development	Greenpeace	Muslimaath	
Department for Energy & Climate Change	Hendrix Media	New Economics Foundation	
Dulverton Trust	Ibn Battuta Expeditions		
	Ifees		
	Islamic Relief		
	Islamic Society of Britain		

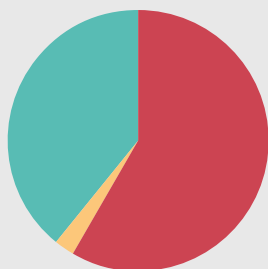
# Financials

## Expenditure



<b>Total:</b>	<b>£422,792</b>
● <b>Cost of generating funds</b>	<b>£56,140</b> (13.3%)
● <b>Governance</b>	<b>£2,554</b> (0.6%)
● <b>Campaigning and Education</b>	<b>£364,098</b> (86.1%)

## Income



<b>Total:</b>	<b>£394,786</b>
● <b>Grants</b>	<b>£230,911</b> (54.6%)
● <b>Gift Aid</b>	<b>£9,381</b> (2.2%)
● <b>Donations</b>	<b>£154,494</b> (36.5%)

# Staff & Board

## Current staff



**Sarah Javaid**  
Executive Director



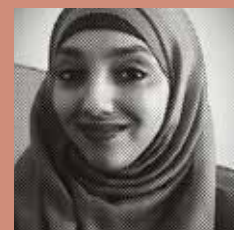
**Shehroze Khan**  
Campaigns Manager



**Ruji Surjan**  
Campaigns Manager



**Usman Ali**  
Head of Marketing and Fundraising



**Monowara Gani**  
Head of Programmes



**Zinia Khan**  
Shop Manager



**Shanza Ali**  
Projects Manager



**Noreen Niazi**  
Education Manager



**Usman Malik**  
Operations Manager

## Board



**Faaria Ahmad**  
(Chair)



**Sadia Kidwai**



**Ameen Umarjee**



**Saif Ahmad**



**Datuk Seri Muhammad Iqbal**



**Khadijah Elshayyal**



**Dr N S Nassar**





4th Floor, London Muslim Centre,  
46 Whitechapel Road, London E1 1JQ

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