



# BUSINESS PARTNERSHIP PROPOSAL

MISSION RELIEF UK



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# EXECUTIVE SUMMARY

Prophet Mohammed PBUH said "Whoever fulfilled the needs of his brother, Allah will fulfill his needs; whoever brought his brother out of a discomfort, Allah will bring him out of the discomforts of the Day of Resurrection, and whoever screened a Muslim, Allah will screen him on the Day of Resurrection." [Bukhari 2442]



Mission Relief began as a grassroots effort in 2020 to save an all-girls orphanage in Mombasa, Kenya, and has since grown into a global aid organisation. With a focus on swift and efficient responses, we address urgent crises and implement long-term aid and development programmes. Our impact spans countries like Lebanon, Bangladesh, Kenya, and Morocco, providing relief for natural disasters, civil turmoil, and more.



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# OUR JOURNEY



2022

- We registered as a charity in the UK
- Built our first water well
- Sponsored 15 orphan girls in our first year
- Successfully conducted our first deployment

2023

- Registered as an international NGO in Kenya
- Opened our period poverty workshop
- Constructed our very first masjid
- Delivered £250,000+ of aid in Kenya, Türkiye & Morocco



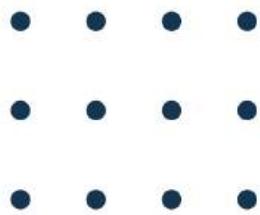
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# 2024

- Constructed 40+ water wells
- Fed 10,000+ orphan children
- Sent doctors into Gaza
- Responded to the Bangladesh & Lebanon crises
- Delivered aid in Kenya for multiple charity organisations

- Built 8 Mosques
- Over £35K of aid provided to emergency situations.
- Launched our Medical Aid Appeal
- Launched our Dadaab Refugee Appeal
- Committed £30,000 to enable 50 orphaned Palestinian refugees to perform Umrah
- Launched and delivered education support through our Child Education Programme
- Constructed water wells, improving access to clean water for over 15,000 people
- Fulfilled the amanah of Zakat by delivering over £75,000 directly to those most in need
- Delivered over half a million pounds in aid!

# 2025

**2026 AND BEYOND**  
**THIS IS WHERE YOU MAKE HISTORY**



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# LEADERSHIP MESSAGE

Assalamu alaikum, on behalf of our leadership I want to sincerely thank you for giving us the opportunity to share our commitment to providing life saving aid with transparency, responsibility & sustainability.

With Allah's guidance, we deliver transformative programmes that save lives and strengthen communities for tens of thousands worldwide.

Alhamdulillah, we continue to exceed expectations, scale our impact, and streamline operations. Recently, we established an office in Kenya, to help aid the millions facing droughts, poverty, malnutrition and more.

We share your vision for a lasting impact and legacy, made possible through collaboration. You are the backbone supporting millions in desperate need. Join us in shaping Mission Relief's future and co-developing legacy initiatives.

Jazakum Allahu Khair,  
Hamza Ahmed | Mission Relief CEO



## MEET HAMZA

FOUNDER & CEO OF MISSION RELIEF

In 2021, my family planned a trip to Kenya. While preparing, we learned about the poverty there, and my mother encouraged me to find a place to give charity directly. We found an orphanage in Mombasa and raised £13,000 with help from family and friends, Alhamdulillah, it was a deeply impactful experience. Back in the UK, we couldn't stop thinking about how to do more. We returned during Ramadan to continue our support, and that's when the idea of starting a charity took shape. In March 2022, Mission Relief was officially registered!

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# MEET THE TEAM

## MISSION RELIEF UK Parent NGO



**Salman Anwar**

Chairman & Trustee  
Head of Governance



**Fasel Ahmed**

Trustee  
Strategic Advisor



**Usman Ahmed**

Trustee  
Chief Finance Officer



**M Ikhlas Alvi**

Board Member  
Business Relations



**M Ishaq Hawa**

Board Member  
Project Manager



**Osama Musa**

Board Member  
Head of Marketing



**Ruzwan Boota**

Board Member  
Strategic Advisor



**Sophia Naheed**

Volunteer  
Women Hygiene Rep



**Tariq Azim**

Board Member  
Business Relations

I am honoured to support Mission Relief's aim to alleviate poverty and empower communities. The board's incredible work over the years has been inspiring, and I am excited to contribute. With my expertise in brand development, networking, negotiation, and risk management, I aim to help Mission Relief grow, build strong relationships, and expand its impact.

“

**Salman Anwar** Chairman & Trustee Head of Governance



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## MISSION RELIEF AFRICA

Subsidiary NGO



**Dr Abdul Rahman**  
Chairman  
Head of Operations



**Dr Safia Lul**  
Board Member  
Head of Governance



**Said Mabruk**  
Board Member  
Strategic Advisor



**Zahra Salim**  
Employee  
Financial Manager



**Abdulhamid Sulaiman**  
Employee  
Project Manager



**Shahinaz Mihail**  
Employee  
Secretary



**Amina Abdulkadir**  
Employee  
Media Manager



**Abdiwahid Hussein**  
Employee  
Project Officer



**Suleiman Ismael**  
Employee  
Logistics Manager



**Musa Hamisi**  
Employee  
Media Officer



**Seed Yusuf**  
Contractor  
Finance Officer



**Zaid Khalid**  
Volunteer  
Volunteer Manager



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# OUR APPEALS

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At Mission Relief, we focus on alleviating suffering and saving lives globally. Through our emergency appeals, we've supported Bangladesh, Türkiye, Morocco, and Lebanon, and through our core appeals, we've aided Kenya.



## EAST AFRICA HUNGER CRISIS:

Addressing severe food shortages by distributing 30kg food parcels per family, supporting the families within vulnerable communities for an entire month.

## ORPHAN FEEDING PROGRAMME:

Providing hot nutritious and complete meals to orphans for just £3 per meal, ensuring their wellbeing and physical development.



## WOMEN'S HYGIENE PACKS:

Distributing essential reusable hygiene products to women and girls that last 3 to 4 years. As part of our campaign we also provide education to girls on female health and hygiene.

## WATER WELL PROJECTS:

Constructing water wells to supply safe drinking water to communities, supporting up to 2000 community members. Each well can last up to 10 years depending on conditions.



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## ORPHAN SPONSORSHIP:

Providing comprehensive support to sponsored orphans, including education, hifdh, healthcare, and emotional well-being.

## CLEAN WATER PROJECTS:

Implementing clean water solutions to ensure access to safe drinking water to those in need. One water tank provides 10,000 litres of clean safe drinking water to beneficiaries.



## ZAKAT:

Facilitating the distribution of Zakat donations to support those in need, in accordance with Islamic principles.

## BUILD A MASJID:

Constructing mosques to serve as community centers for worship and education. It costs £12,500 to build a masjid for 100 worshippers, allowing you to gain sadaqah jariyah for every act of worship.



## WHERE MOST NEEDED:

Allocating funds to areas requiring immediate attention, ensuring flexibility in addressing urgent needs. Examples of previous campaigns include Morocco, Türkiye, Lebanon, Bangladesh and more.



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## LIVELIHOOD PROJECTS:

Our sustainable development campaign equips families with livelihood projects, empowering them to become self reliant and build a secure future through sustainable income.

## CHILDREN'S EDUCATION CAMPAIGN:

Provide a child with access to quality education and help change the course of their life forever, opening the door to opportunity, stability, and a brighter future.



## MEDICAL CAMP:

Access to healthcare is a fundamental human right. Help us deliver essential medical care through our medical camps, ensuring individuals and families receive the treatment they need with dignity and compassion.



## DONATE A QURAN:

Donate a Qur'an and help place the words of Allah into the hands of those who seek guidance, knowledge, and comfort, creating ongoing reward and lasting spiritual impact.



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# COUNTRIES WE'VE IMPACTED

## LEBANON



## MOROCCO



## KENYA



## BANGLADESH



TÜRKİYE, PALESTINE AND MORE...



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# 2025 IMPACT REPORT

Thanks to your support, we've provided life-changing aid to hundreds of thousands this year. Below are the key achievements in Kenya for 2025. We look forward to creating an even greater impact in 2026 inshallah.



**608,600+**

Litres of clean water distributed in remote areas and slums where access to clean water is scarce



**11,500+**

Hot meals provided to orphans as part of our orphan feeding programme this year

**£75,000+**  
distributed as Zakat.

**30+**



water wells built, each serving up to 2000 people.

**860**



Food parcels delivered, each containing 30KG of food supporting a family of five

**50**

Palestinian Orphans taken to umrah.



**400+**

Quran's distributed as Sadaqah Jariyah.

**100+**



Reusable sanitary products distributed this year.

**33,000+**

Qurbani offerings to beneficiaries.



**3,500+**



Meals provided to those fasting during Ramadan 2025

**2**

Medical camps undertaken, helping provide free medical care to thousands.

**8**

Mosques constructed in locations without access to mosques.



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# WHAT YOU EMPOWER.

By joining the Mission Relief Partners Circle, you enable us to save countless more lives. Without our donors or your support, we cannot sustain or expand our life-saving projects to reach the millions in dire need. Why now? Our recent deployment **achieved what most charities couldn't do**. Our board and staff have strengthened ties with local governments and NGOs, positioning us to greatly expand our reach with your help.

Below are the essential operations vital to reaching those in desperate need:

## General Administrative

- Accounting & auditing fees
- Donor management software
- Legal & regulatory fees
- Fundraising & marketing materials

## Delivery Logistics

- Transportation & fuel costs
- Shipping & customs costs
- Storage & warehousing costs

## Staff Salaries

- Field Projects Staff
- Volunteer co-ordinators
- Marketing & fundraising contractors

## Office Maintenance

- Rent & utilities
- Essential office supplies & tech
- Repairs & maintenance
- Open up new offices

As a part of our commitment to excel in transparency, diligence, and impact you'll have access to:

- Quarterly financial reports
- Audited accounts
- Regular project tracking and updates
- Quarterly open-door meetings
- Quick response to inquiries regarding your impact



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# MISSION RELIEF PARTNER CIRCLE

We strive to ensure this meaningful partnership supports your business. Whilst we cannot fully repay your generosity, we pray Allah rewards you immensely.



## BRONZE STEWARDS

- Recognition and **mention on Social Media**
- **Framed certificate** for display at your business premises
- Permission to use the **Mission Relief logo** as a "Proud Supporter" **on your website**

**£125**

Monthly or **£1,500** annually



## SILVER CHAMPIONS

- **All bronze benefits**, plus your name associated with specific **Mission Relief events** (e.g. "Mission Relief Gala Dinner, Sponsored by [Company Name]")
- Mission Relief staff will **visit your company to present your impact**
- A **personalised social post announcing our partnership** with you, highlighting your business's commitment to the community

**£250**

Monthly or **£3,000** annually



Donations are gift aid eligible and/or tax deductible



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## GOLD GUARDIANS

- All silver benefits, plus your business featured and linked on our website
- Exclusive invites to Mission Relief fundraising events and gala dinners

**£500**

Monthly or £6,000 annually



## PLATINUM PILLARS

- All gold benefits, plus your business logo featured on all Mission Relief email campaigns and annual reports
- Invitation to exclusive events with key stakeholders and high-profile business partners
- Possibility to co-brand certain programmes or events that align with the business's ethos
- The opportunity to go on deployment with us

**£1000**

Monthly or £12,000 annually



Donations are gift aid eligible and/or tax deductible



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# MISSION RELIEF UK EVENTS



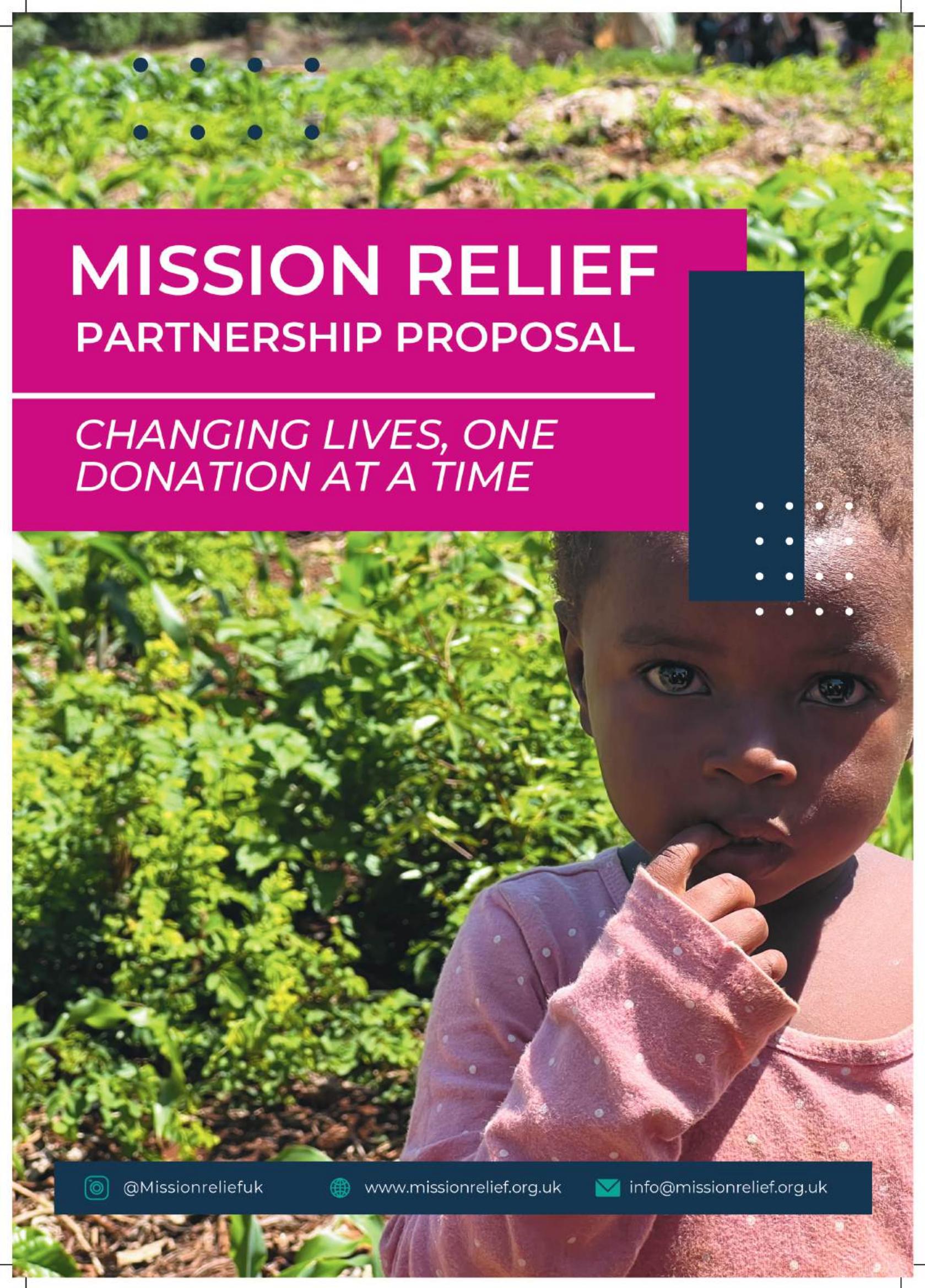
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# MISSION RELIEF PARTNERSHIP PROPOSAL

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*CHANGING LIVES, ONE  
DONATION AT A TIME*



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