



# FUNDRAISING GUIDE

Thank you for choosing to embark on a journey of compassion, community and charity.

Your efforts will make a significant impact on the lives of thousands, for many generations to come, in'sha'Allah.

To ensure your fundraising success, we have put together this guide to support you every step of the way.

We're grateful for your commitment to helping others. May all our efforts be accepted, Ameen.

## INTRODUCTION

Established in 1977, we pride ourselves on being more than a place of worship. Welcome to The Islamic Association of North London (IANL); Finchley Mosque.

Located in the London Borough of Barnet, we are part of a thriving, vibrant community with a Muslim population of approximately 20,000.

Attendees of our beloved mosque have backgrounds from over 65 different countries, making the IANL congregation unique and spectacularly diverse, Alhamdulillah



## MISSION & VALUES

- Ensuring we provide a safe and welcoming space to those that seek it
- To share goodness in accordance with the tenets, philosophy, ideology and traditions of Islam
- To provide a fully comprehensive Islamic education
- Providing help and support to members of our community going through hardship and struggle
- Provide opportunities for the spiritual, emotional and physical development within an Islamic framework
- To create the next generation of thinkers, academics and positive contributors to Muslim society



# THE VISION

The mosque extension project is currently underway and will allow us to change the future of our mosque. We will be able to cater to larger numbers of worshipers as well as improving and extending the services we offer.

We aim to achieve the following:



### COMMUNITY

- > Doubling the prayer capacity for salah, Jummah, Ramadan and Eid
- > A conference hall and dedicated offices
- > Dedicated space for imams, for the discussion of sensitive matters.
- > Food bank provision to help the local community



### YOUTH

- > A safe recreation area
- > A sports hub for martial arts, wrestling and fitness activities.
- > Mentorship programmes
- > More classes broadening Islamic knowledge



### SISTERS

- > Doubling the capacity of the current women's facilities
- > Storage space for pushchairs and buggies
- > Kitchenette providing facilities for tea and refreshments
- > Sister's office space
- > Increased space for dedicated sisters classes



### GENERAL

- > Lift access to all floors.
- > Increased provision of counselling/mental health/advice clinics
- > Library
- > Cafe/Tea Room
- > A dedicated reception area with a front of house staff member

## BARAKAH THROUGH COLLABORATION

We would love to explore collaborative opportunities with you to align our values and bring meaningful change to our community through a diverse range of services and provisions.

We welcome collaborations with:

- > Schools
- > Charities
- > University Societies
- > Media Outlets
- > Local & National Businesses
- > Faith Based Organisations
- > Muslim Scout Groups



# FUNDRAISING HINTS & TIPS

Once you have made the intention to fundraise, be sure to check out our handy tips below for ideas on how to get started:

## **Mission And Impact:**

Before you begin, familiarise yourself with our charity's mission, values, and the causes we support.

## **Ethical Guidelines:**

Ensure your fundraising efforts comply with ethical and legal standards. Be transparent about how the funds will be used.

## **Fundraising Method:**

Ensure your fundraising efforts comply with ethical and legal standards. Be transparent about how the funds will be used.

## **Set Clear Goals:**

Be realistic yet ambitious in setting your goals. Having a clear target will motivate you and your donors to work together to achieve a specific purpose.

## **Personable Messaging:**

Send messages to your phone contacts. Make it personal by addressing people by name.

## **Time It Right:**

Between 8pm to 10pm is known to be a good time to catch people on socials & WhatsApp.

## **Gift Aid It:**

Gift Aid is when the Government gives an additional 25% on top of any donation made, so long as the donor is a taxpayer. Ensure donors tick the box.

## **Note It Down:**

Note the names of everyone who intends to donate, as we know too well people get busy and time runs away with us all. Send a gentle reminder, they will thank you for it.

## **Video It:**

Create a short 15 second clip and share with your link! Adding a face to an appeal fosters trust, and encourages people to respond.

## **Compelling Story:**

Share a compelling narrative that conveys the need and impact. Use powerful stories and visuals to connect emotionally with potential donors.

## **Regular Updates:**

Keep your donors informed about the progress of your fundraising efforts and the impact they are making. Regular updates foster transparency and trust.

## **Engage:**

Let us know what you're thinking so we can offer as much support as possible. You may require resources, tools, guidance or a simple motivational chat.

# FUNDRAISING IDEAS

## **Digital Fundraising Link:**

Utilise crowdfunding platforms or create a personalised fundraising page, making it quick, easy and accessible for your friends and family to support you.

## **Bake-Sales:**

Always go down a treat! If you can't bake, partner up and find yourself a baker whilst you focus on getting the orders in.

## **Charity Car Wash:**

Most of us have a car which hasn't been washed for months! Reach out to your local car wash and simply ask if one day during the year they would be happy to let you take over for charity.

## **Donate A Day:**

Reach out to take-aways, barbershops, dessert parlours, restaurants, and ask for them to donate a day. Even after their costs, this could add up to a considerable amount.

## **Challenge Yourself:**

Aim to complete a hike, a run, a reading challenge or wherever your imagination takes you, in order to hit that goal!

## **Do You Dare?**

If you love your hair, be dared to chop it off, or dye it! If you have a phobia you're willing to confront, do it! It's simple - dish out dares for dosh and organise a day to follow through.

## **Sell A Skill:**

If you love your hair, be dared to chop it off, or dye it! If you have a phobia you're willing to confront, do it! It's simple - dish out dares for dosh and organise a day to follow through.

## **Sports Tournaments:**

Charge a small registration fee of £35 - £50 for teams to compete in an organised sporting event. You could request a small donation from spectators too! Introduce a snacks stall to maximise funds.

## **Corporate Partnerships:**

Seek support from businesses that align with our charity's values. Companies often engage in corporate social responsibility (CSR) and you can find those that are interested in sponsoring or matching donations.

## **Quran Recitation Marathon:**

Complete all 30 chapters within 24 hours. Go live on your socials and pin your donation link so viewers can donate and share the stream.

## **Online Charity Auction**

Set a date, time and go live on a selected platform, collaborating with other hosts, so viewers can battle and bid on donated items and services. Pin the link.

## **Mosque Crawl:**

Create a route to tour all mosques either in your area or your city. Gather your friends, put on a charity t-shirt and equip yourself with an already connected sum-up machine. Speaking with worshippers, you'll be surprised by the barakah of raising.

## **Charity Movie Night:**

Whether the Ertugrul series, Osman or the new release on Rumi's story, organise a movie-marathon. Entry fees, snacks and drinks all mount up.



## Online or Phone

**Website:** [ianl.org.uk](http://ianl.org.uk)

**Phone:** 020 8492 0028

## Bank Deposit or Transfer:

**Bank Name:** Al Rayan Bank

**Account Name:** Islamic Association of North London

**Account Number:** 01408238

**Sort Code:** 30-00-83

**Ref:** (IANL & your name)

## Cash or Cheque Drop In:

**Payable To:**

Islamic Association of North London

**Address of IANL Finchley Mosque:**

683-685 High Road, North Finchley, London, N12 0DA



Islamic Association of North London  
IANL, Finchley Mosque



May you be rewarded abundantly  
for your efforts, Ameen

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