**Deed Hub**

*an ICNA-CAIR Joint Program*

**Double Muslim Social Impact in 5-6 years**

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**I: Idea**

**Double SF-BA-CA Muslim social impact, with a humanitarian focus within 5-6 years. Additionally, act as an additional “bridge” between groups to empower.**

* *There is no one metric that can fully capture the level of social impact that Muslim-Americans have.*
* *Therefore, our barometer of success will be based on how where we “started” - i.e, August/September 2021 -> and where we end, i.e - August 2026.*

**This plan is to encourage SF-BA Muslims to perform more humanitarian acts, but also in general increase community engagement.**

**\*\*A volunteer driven project, ready to go once approved.**

**Expected to be low stress/maintenance for CAIR/ICNA employees.**

**II: Methods [MA = Muslim-American]**

***The following are possible avenues to explore in the future.***

1. Encourage, connect, and inspire MA individuals/groups to do more humanitarianism.
2. NETWORK in a continuous, publicized manner with HIGH PROFILE, and other groups.
3. EXPAND Funding.
4. ENGAGE with a wider audience, SHIFT public relations tone from Muslims v. America to BROADER messages such as Freedom v. Oppression, etc.

III: Logistics/Operationalizing

1. Set up spreadsheet/Google forms/whatsapp/etc -> source for collecting “good deeds” - from individuals and/or partner organizations.
2. Through ICNA/CAIR/local outreach opportunities - acquire opportunities to source emails/contacts of as many Muslim-Americans as possible.

**\*\*Step 2 needs ICNA/CAIR authorization. This doesn’t mean taking down contact info without permission, but rather having an opportunity to cross-advertise this project so people can join.**

1. Create email list/regular contact channel for all members to facilitate good deeds.
2. Proof of good deeds can be varied: pictures, slips from partner organizations, etc… for some, this may not be necessary.
3. Hold weekly/monthly team meetings (Zoom, other methods possible) to discuss past accomplishments, present goals, and future ambitions. Members should be willing to strive to do more humanitarian work.

**The eventual goal is to at least double SF-BA-CA Muslim-American social impact by 2025/2026 - emphasis on social/humanitarian aspects.**

Below are some easy ways to operationalize.

I can handle logistics for now.

(i.e, setting up the spreadsheet, organizing Zoom/meeting times, misc. other logistics details)

1. Individual projects (housing insecure work, trash clean up, etc.)

\*Individual projects refers to anything a solo Muslim can get done by themself. Whether it is taking time to feeding housing insecure individuals close by where they live, cleaning up litter in a local neighborhood, individual volunteering hours at any humanitarian center, etc.

1. Joint work w/organizations (Salvation Army, 2nd Harvest, Rahima, etc.)

\*This is a great way to increase exposure, and add more big organizations under the list of CAIR-ICNA ties. Most of the organizations (food banks, blood drives, etc.) are very flexible with registration, incentivize big group meetings, and are very productive (in terms of social impact).

1. Self-Starter, independent projects

\*This is what I am most excited about. Personally, I would like a “think tank” of core Muslims who seek to double social impact in 5-6 years. This group would be very flexible and be willing to work on almost anything, as well as turn this project into a passion, instead of work.

Others will have different ideas.

1. Project Cross-Bridging (AMP, ICNA, CAIR, etc.)

\*Many AMP/other organization members are disconnected from other Muslim groups. Allowing this deed tracker to be a common forum, means we can share resources, match skilled individuals to serve needs in both organizations.

1. All other avenues

\*This is really just to signify the flexibility of this team. Although we can certainly go down the grassroots method, doing simple things to improve our surroundings - it is my hope that this team can gradually build up to accomplish long term, large projects - whatever they might be.

**IV: Personal Disclosure**

The author holds no conflicting interests between any/all partner organizations mentioned. Aside from a volunteer agreement between author and CAIR-SFBA, the author has no competing interests/compensation/external motivations.

| *E-Signed Muhammed Razeen*  *CAIR volunteer* |
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