



# AnaHuna

## PROJECT REPORT

IHSAN CONSULTING



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# Table Of Content

- |   |  |
|---|--|
| <p><b>03</b>      <b>Introduction and Methodology</b></p> <p><b>04</b>      <b>Understanding the Population</b></p> <p><b>07</b>      <b>Outreach</b></p> <p><b>11</b>      <b>Engaging Mosques and Religious Leaders</b></p> | <p><b>14</b>      <b>Marketing and Fundraising</b></p> <p><b>24</b>      <b>Conclusion</b></p> |
|---|--|

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## Introduction

Ana Huna is a charity dedicated to supporting Muslim families with children who have special educational needs and disabilities (SEND). Based in the UK, the organisation focuses on raising awareness of the challenges SEND children face within Muslim communities and the wider society. This report looks at Ana Huna's current outreach strategies, marketing presence, and offers recommendations for expanding the charity's impact. The aim is to provide actionable insights based on data, helping Ana Huna strengthen its reach and deepen its connection with its target audience.

## Methodology

This report is based on a combination of demographic analysis, outreach evaluations, and marketing audits. The data was gathered from public sources on disability rates in Muslim communities, Ana Huna's current marketing efforts, and outreach to male allies and religious leaders. The findings are used to form recommendations that align with Ana Huna's mission, helping the charity expand its efforts and build stronger partnerships.

# UNDERSTAND THE POPULATION

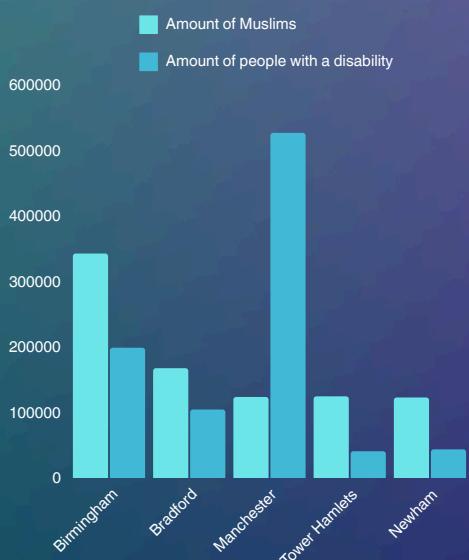
## Disability Prevalence Among Muslims in the UK:

- Tower Hamlets has the highest proportion of Muslim residents in England and Wales, with 39.9% identifying as Muslim.
- 12.9% of residents reported having a disability.
- 25.7% of all households had at least one disabled member.

In Greenwich (2021):

- 8.4% of residents were disabled and limited a lot.
- 8.5% identified as Muslim.

Nationally, 14.6% of the population in England and Wales reported living with a disability, indicating that disability rates in Muslim majority areas are comparable to or slightly below national averages.



## Geographical Insights: Areas with High Disability Rates

Across London, 13.2% of the population is classified as Disabled under the Equality Act 2010. However, this figure varies significantly by borough. Islington has the highest disability rate, with 16.2% of its population reporting a disability, while the City of London has the lowest at 10.7%, followed by Wandsworth at 11.4%. The boroughs with the highest proportions of disabled individuals are Islington (16.2%), Camden (15.2%), and Haringey (14.7%).

The region with the highest proportion of disabled people was the North East (21.2%, 567,000), as it had been in 2011 (22.8%, 562,000). In 2021, the North East was followed by the North West (19.8%, 1.4 million) and Yorkshire and The Humber (18.9%, 1.0 million). Meanwhile, London (15.7%, 1.2 million) and the South East (16.1%, 1.5 million) had the lowest proportions of disabled people.

The top 5 locales with the largest Muslim populations are Birmingham, 341,811; Bradford, 166,846; London Borough of Tower Hamlets, 123,912; Manchester, 122,962; the London Borough of Newham, 122,146.

## Types of Disabilities by Age Group

Children:

- Social or behavioural impairments were most reported (50%).
- Learning impairments were second most common (32%), followed by mental health impairments (30%).

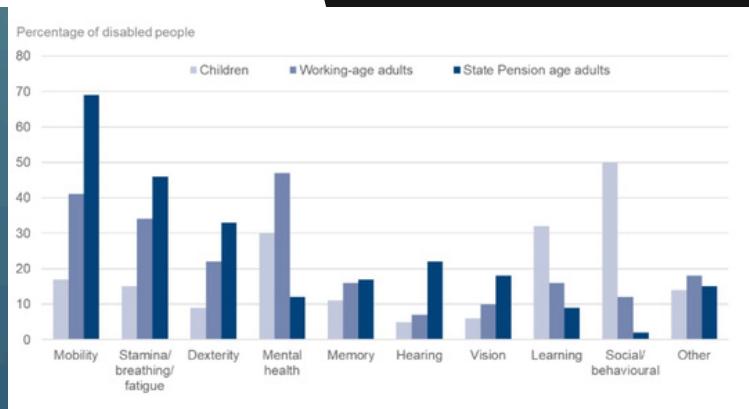
Working-Age Adults:

- Mental health impairments were most prevalent (47%).
- Mobility impairments followed (41%) and stamina, breathing, or fatigue issues accounted for 34%.

State Pension Age Adults:

- Mobility impairments were most common (69%).
- Stamina, breathing, or fatigue issues accounted for 46%, and dexterity impairments for 33%.

These insights underscore the importance of tailoring accommodations to age specific support needs.



## Family Structures and Multi Generational Living

ONS data (2021):

2.1% of households were multi generational, an increase from 1.8% in 2011.

Multi-generational households are more common in urban centres such as London and Newcastle, aligning with areas of higher Muslim populations.

Common factors driving multi generational setups in Muslim households:

- 29.2% for caregiving family members with poor physical health.
- 8.5% and 9.0%, respectively, due to high rent prices and cost-of-living pressures.

## Mental Health and Disability

Mental health challenges are prevalent across all age groups, particularly among disabled working-age adults (47%).

Cultural stigmas within the Muslim community often lead to underreporting or delayed diagnosis, highlighting the need for culturally sensitive outreach and support initiatives.



## Islamic Schools and Special Educational Needs (SEN)

### Baseera (London)

- Baseera is a specialist institution dedicated to the Islamic education and development of Muslims with disabilities and special needs.
- [www.baseera.co.uk](http://www.baseera.co.uk)

### Fatimah Elizabeth Cates Academy (London)

- Although not providing classes exclusively for SEND pupils, they have a qualified SENDCo who liaises with class staff to meet their individual needs.
- [www.fatimahelizabethcates.co.uk](http://www.fatimahelizabethcates.co.uk)

### Al Isharah (London)

- Aims to break down complex Islamic concepts and Quranic Arabic into a BSL friendly format, making Islam accessible to the deaf community.
- [www.alisharah.com](http://www.alisharah.com)
- @alisharah

### East End Islamic Centre (London)

- Tailored classes for children with SEND. To provide the essential foundation in children's Islamic education and develop social and moral skills to create children who are confident and secure in their faith.
- 07852961439

### UKIM Masjid Ibrahim & Islamic Centre (London)

- Maktab class for children with Autism to study Quranic and Islamic Education. Staff include 4 SEN teachers and 2 Speech and Language Therapists.
- [www.masjidibrahim.co.uk](http://www.masjidibrahim.co.uk)

### Dar Al Rahmah (London)

- First supplementary Islamic Institution in London to introduce the SEN & SEND classes since 2007.
- email: [info@daralrahmah.co.uk](mailto:info@daralrahmah.co.uk)
- 07360 685047

## Conclusion for Understanding the Population:

This report highlights the diverse and multifaceted needs of Muslims with disabilities in the UK. By focusing on geographical, familial, and community contexts, Ana Huna can design tailored, culturally competent programs that significantly enhance accessibility and inclusion in mosques and places of worship. Continued collaboration with local authorities, charities, and Muslim organisations is essential to bridging gaps in data and support.

# OUTREACH

## What is “outreach”?

It is when a business or organisation attempts to connect with other individuals, businesses, organisations, or communities to build relationships. This helps the business to achieve their long-term goals and set minor objectives to achieve these. For Ana Huna this would involve engaging more volunteers (specifically male) for helping with charity work/events, connecting with other like-minded charities and individuals (advocating for children with SEND), and increasing awareness in the community.



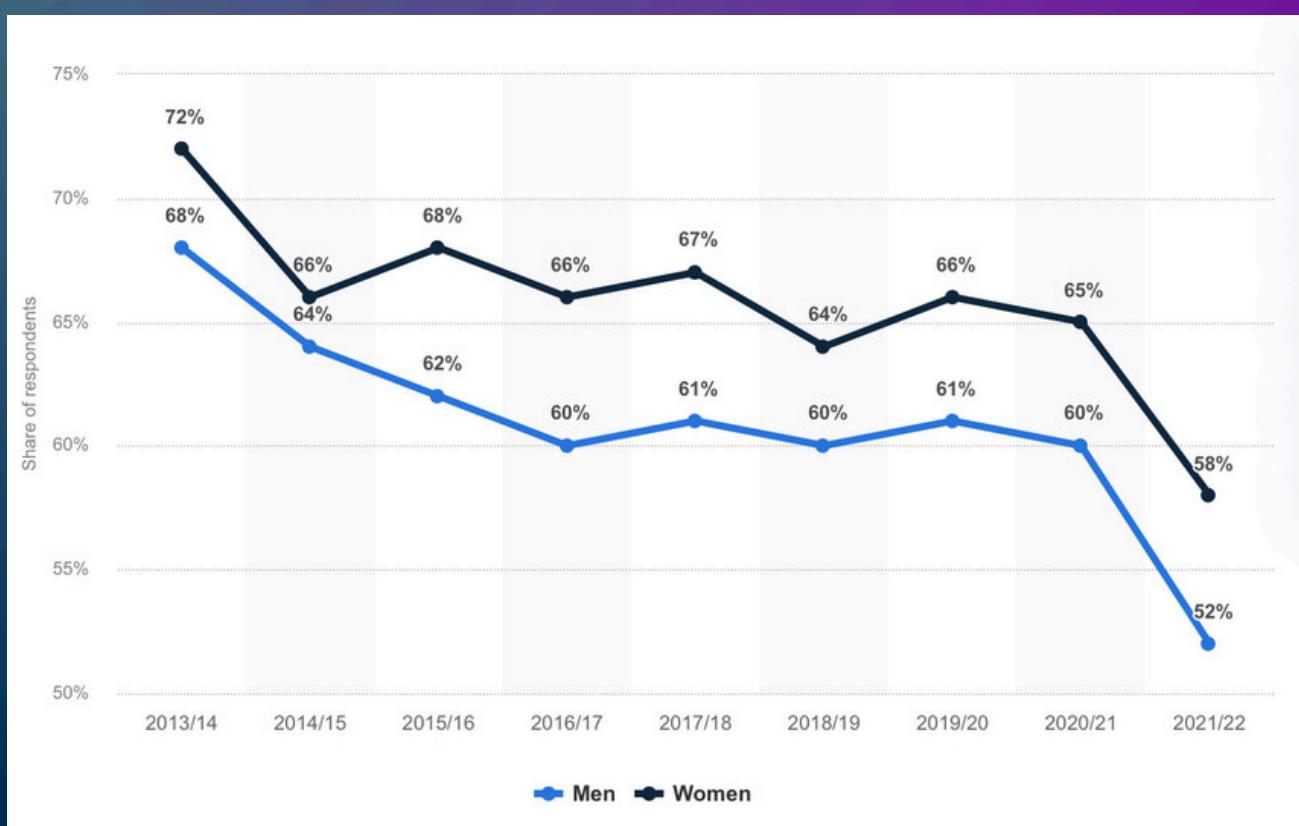
## Types of outreach:

1. Volunteering Outreach: This involves Ana Huna making effort to engage community members in volunteering activities e.g. helping with morning coffee events, designing ramadan colouring books
2. Community Outreach: Actively connecting with the community to educate and improve the perception of children with SEND. Ana Huna already attempts to do this through their social media via instagram and their website, and hosting events. Other ways may include creating newsletters that share the stories of those within the community - sharing with the community will increase acceptance and awareness as disabilities are often alienated in society
3. Partnership Outreach: Engaging with other organisations/influencers to make a collaborative effort in achieving similar goals. Ana Huna would benefit from this because their resources (money, time, volunteers) would be shared with the other charity, creating less of a burden on the Ana Huna team members. This is significant when taking into account Ana Huna's concern of a current lack of donations.
4. Marketing Outreach: building a name for Ana Huna, increasing engagement, and retaining the audience. People enjoy following along the journey of organisations/peoples stories - Ana Huna's instagram and website can be improved through regular updates to better retain interest from the audience. Opening a page on facebook may be more beneficial in engaging an older demographic. "Facebook is by far the most popular platform among over 35s, with roughly ¾s of them using the platform weekly." (MIDIA Research, 2024)

## How can you achieve effective outreach?

1. Having clear objectives: As a non-profit Ana Huna must clearly set long term goals and set smaller objectives to achieve them to efficiently use their resources.
  - a. Having a donation box at events will help to collect extra funding for future activities no matter how small the contribution.
2. A targeted approach: Who is Ana Huna's target audience and why? They want to find more male allies and break stereotypes about disability. They should also look to collaborate with other charities, Islamic and non Islamic, to make it easier to spread awareness and provide support e.g. ramadan events, school events
3. Personalisation: How can Ana Huna engage these male allies? What are the current barriers? What are the best solutions to overcome these?
4. Consistency: It is important to retain interest and keep their doors open to any potential volunteers. Ana Huna should post more regularly with a wider variety of content. Advertising more male volunteers on the page can help to encourage more men to step up - adding gender diversity removes fear of being one of the only few men.
  - a. For example, Ana Huna may plan 'filler' posts about SEND in between posts about their events, this would help to spread more awareness and encourage more people to attend the events.
  - b. Ana Huna can repost the events of other SEND charities on to the Instagram stories to show that they are supportive, the other charities can also help to repost Ana Huna's posts to reach a wider community.
  - c. Ana Huna should offer follow up opportunities especially to male volunteers to keep them on the team.

**Share of the population who participate in voluntary activities in England from 2013/14 to 2021/22, by gender**



### The current issues with engaging male allies:

1. Misogyny: Being empathetic and caring can be seen as the characteristics of a women, men should be taught/reminded that everyone is responsible for the care of the more vulnerable.
2. Societal expectations: women are often the caregivers to children and those with SEND so men are less likely to understand the effort required
3. Lack of exposure: Not everyone is exposed to disabilities/SEND leading to a lack of understanding about them.

### How can we then engage them?

1. Finding male figures: in traditional families, women are expected to be the caregivers. Using male figures to advocate for SEND may encourage other men to take on board a new perspective.
  - a. Encourage Referrals - ask current male volunteers to invite friends or colleagues.
2. Education: there are negative stereotypes about people with disabilities causing them to be isolated in society (e.g. lack of access to places of worship for children). Teaching people that all muslims are equal regardless of their characteristics will help to raise awareness about their rights in society.
  - a. Change will not occur overnight because it is hard to overcome gender barriers in places of worship. Ana Huna can encourage women to speak up to family members (sons, husbands, cousins, etc) and encourage them to change their perspectives.
3. Disability support groups in masjids: This can create a safe space and exposes the people to more disability, reducing the stigma and fear associated.
4. Scouting young male volunteers (linked to #1): the youth are more open minded so it is easier to change their perspectives. This is a slower process but over time, as the younger generation become more important in islamic settings, they can advocate for a better environment for people with SEND.
  - a. looking for young volunteers through school events e.g. uni charity events
5. Giving men a purpose: Highlight how their contributions can make a tangible difference in people's lives. The leadership roles in Ana Huna are currently held by majority women. Offering men a platform to make a difference may encourage them to put in more effort e.g. organising events.

### What are the benefits of charity partnerships?

1. Resource sharing: the pooling of human and financial resources (funding, facilities, and volunteers) will be less of a burden to Ana Huna's team who often use out-of-pocket money to fund the activities.
2. Wider audience: faster and easier access to target audiences and communities
3. Sharing of knowledge: each charity has their own strengths
4. Increased visibility: draws more attention and funding opportunities
5. Costs: sharing costs for events or projects

## Possible charities/organisations to reach out to:

Islamic:



2,057 posts

1,638 followers

6 following

Fatima Elizabeth Phrontistery

[Education](#)

We are a phrontistery, specialising in facilitating the cultural, conscientious and critical growth of Muslim children.

People of all faiths welcome!

[🔗 www.fatimaelizabethphront... and 3 more](#)

[👤 Facebook profile](#)



450 posts

2,465 followers

299 following

Contact – for families with disabled children

[👤 contactfamilies • 2 new](#)

[Charity organisation](#)

UK disability charity for all families caring for a disabled child  
☎️ support, info & advice ❤️ bringing families together 📺 campaigning for change

[🔗 linktr.ee/contactfamilies](#)

Non-Islamic:

- Scope: Focused on disability equality, Scope provides extensive resources for families, including legal advice and support tailored to SEND children and their rights in education and social care
- National Autistic Society: A leader in supporting autistic children and their families, they provide training, advocacy, and tailored resources to create a society that works inclusively for people with autism
- Contact: This organisation helps families with disabled children by providing advice on education, benefits, childcare, and social care. They also run workshops and offer guidance for navigating SEND challenges.
- Family Fund: Focused on financial support, the Family Fund provides grants to families raising disabled or seriously ill children to help with essential needs.

## Conclusion for Male Engagement:

Implementing these strategies will help break down the cultural barriers around male involvement and encourage greater participation in supporting SEND families.

Collaborating with other charities/figures will increase Ana Huna's exposure to the wider community. This will also provide more opportunities for the SEND children and their families

# ENGAGING MOSQUES AND RELIGIOUS LEADERS

## Why Collaborate with Mosques?

Mosques and religious leaders play a pivotal role in shaping attitudes and behaviours within Muslim communities. Collaborating with influential figures can help Ana Huna amplify its message, challenge misconceptions about disability, and promote greater inclusion.

### Strategies to consider within securing support from mosque leadership

#### 1. Islamic Teachings on Justice and Compassion

Present the inclusion of people with disabilities as an Islamic social justice obligation. Islam exhorts us to build a society, help those in need, and safeguard the weak. Since mosques are the centre of the Muslim community, it is important to uphold these fundamental principles by making sure that everyone is able to actively engage in mosque life. (As the Quran also emphasizes the idea of bringing justice, mercy and equality).

#### 2. Providing practical and actionable solutions

Acknowledge that mosques may have limited budgets or resources. Rather than demanding immediate, large-scale renovations, offer smaller, more affordable steps to make mosques more inclusive. These could include:

If a mosque cannot afford a full renovation, suggest the installation of temporary ramps, which can be used when necessary.

- Dedicated Prayer Space for Disabled Individuals: Propose designating a specific area of the mosque for individuals with disabilities, ensuring that it is accessible, clearly marked, and spacious.
- Accessible Services: Suggest offering accessible services such as live-streamed prayers or lectures for individuals who cannot physically attend the mosque.

#### 3. Physical Infrastructure improvements:

Being able to consider in offering and funding to organise a much professional and accessibility audit within the mosque. As this will likely help considering within accessing the barriers of that individuals with disabilities face within focusing on providing recommendations for improvement.

- Reaching out to local and national disability organisations, who can consider within collaborating an audit for offering guidance on how to make a mosque more accessible.
- Being able to engage within local disability organisations that may offer resources to mosques that are considered to be working and enhancing accessibility.

#### 4. Leading by example:

- Other mosques may be inspired to follow suit if the mosque publicly acknowledges its dedication to inclusivity through newsletters, social media, or community gatherings. (This can be focused with mosques that already have accessibility).

**Events and Promoting:****1. Hosting educational Workshops for imams and leadership**

Plan workshops on disability awareness for the imams, trustees, and community organisers who are part of the mosque leadership. Understanding the needs of people with disabilities, legal requirements under disability equality laws (where applicable), and the advantages of creating an inclusive community should be the main topics of these workshops.

- Focusing on engaging within professionals in disability advocacy and religious scholars who can discuss disability in Islam best practices for inclusion and strategies.

**2. Showing the Positive impact on community**

Stress the advantages of accommodating people with disabilities for the larger mosque community. In keeping with the mosque's ideals of aiding the poor, a more inclusive mosque can act as a role model for social responsibility and community welfare.

**3. Sharing experiences**

Present testimonials from members of the disabled community or their families who have discussed the difficulties they face with accessibility as it stands today and the advantages that any accommodations could offer.

**Potential Partners:****Mufti Abdul Wahab:**

**Background:** Mufti Abdul Wahab, Chairman of the Al-Wahab Foundation and a prominent Islamic scholar based in London, is deeply committed to addressing societal issues, including disability. His teachings emphasise the importance of religious values in fostering empathy and inclusivity.

**Influence:** As a respected figure within the Muslim community, his endorsement could help break down stigma and increase engagement with SEND topics. He can also provide valuable insights to other scholars, enhancing their understanding of disability inclusion from a religious perspective.

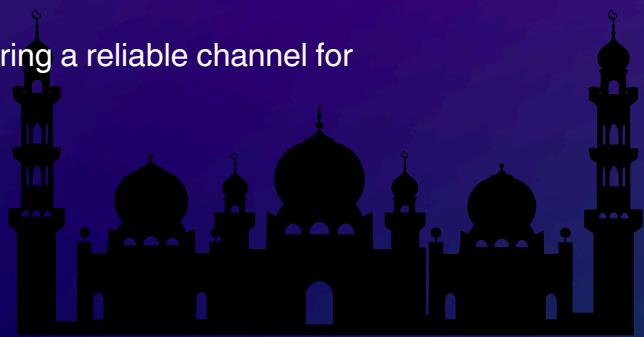
**Outreach Challenges:** While Mufti Abdul Wahab maintains a social media presence, it's unclear whether his accounts are personally managed or overseen by a team. This makes the success rate of direct outreach roughly 50%, depending on the method of contact and persistence.

**Tasnim Hassan:**

**Background:** Although not a scholar, Tasnim Hassan is a doctoral student at Durham University whose research focuses on the intersection of disability, race, and identity, with particular attention to black and brown disabled individuals. She brings years of experience in student activism, including her tenure as Vice President Welfare and Wellbeing at Durham University.

**Influence:** Tasnim's work in disability justice and wellbeing makes her a valuable advocate and thought leader. She can provide practical insights into intersectional identities and how these affect engagement with SEND topics in minority communities.

**Outreach Feasibility:** Tasnim is accessible via LinkedIn, offering a reliable channel for communication and collaboration opportunities.



## What Leaders Can Provide

**Insightful Talks and Events:** Leaders like Mufti Abdul Wahab can speak at open events, blending religious principles with modern understandings of disability inclusion.

Tasnim Hassan could bring a fresh academic and activist perspective, fostering discussions that resonate with younger audiences and professionals alike.

**Stigma Reduction and Awareness:** Religious leaders hold significant sway in shaping public opinion. By integrating messages about disability as a part of human diversity into sermons, discussions, and community activities, they can challenge existing stigmas.

**Personal stories and case studies:** Personal stories and case studies shared by leaders can create a more profound emotional connection with the audience.

**Pastoral Care and Counselling:** Religious leaders can offer spiritual and emotional support to SEND individuals and their families, addressing the unique challenges they face. This can foster a sense of community and belonging.

**Community Empowerment:** By aligning with Ana Huna's mission, religious figures can lead initiatives that promote SEND awareness at the grassroots level, inspiring others to join the cause.

## Criteria for Potential Partners:

**Geographical Location:** Leaders and scholars based in the UK, particularly East London, are most suitable for collaboration due to proximity and ease of communication.

**Accessibility and Communication:** Individuals who are approachable and maintain active channels for dialogue, such as social media or professional networks, increase the likelihood of successful partnership efforts.

**Shared Vision:** Partners who are committed to combating stigma and promoting disability inclusion align naturally with Ana Huna's objectives.

## Conclusion for Engaging Mosques and Religious Leaders:

Engaging religious leaders like Mufti Abdul Wahab and thought leaders like Tasnim Hassan provides Ana Huna with the opportunity to expand its influence and enhance its outreach strategies. By leveraging their insights, networks, and authority, Ana Huna can further promote SEND inclusion in Muslim communities, addressing cultural and spiritual dimensions in a meaningful way.



# MARKETING AND FUNDRAISING

## Current Marketing strategies

Ana Huna is a charity helping Muslim families who have children with special needs and disabilities.

Their main form of communication with the public is through their website (<https://www.anahuna.org.uk/>) and Instagram ([https://www.instagram.com/anahuna\\_uk/](https://www.instagram.com/anahuna_uk/)) – they also have a Twitter platform (<https://mobile.twitter.com/anahunauk>).

The website consists of four basic webpage options:

### Website:



This is the homepage of the 'Ana Huna' website:



Blogs' directs you to a series of blogs dating from 2019-2021:

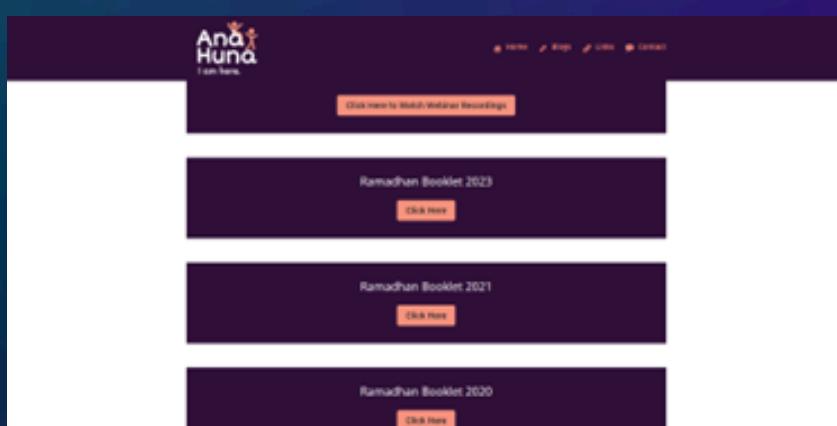


At the bottom of every webpage there are two social media links:

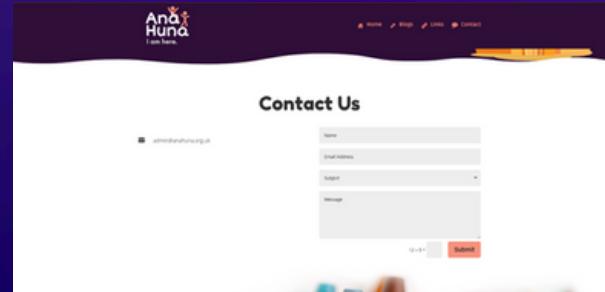


Links webpage:

All links re-direct you to a google drive

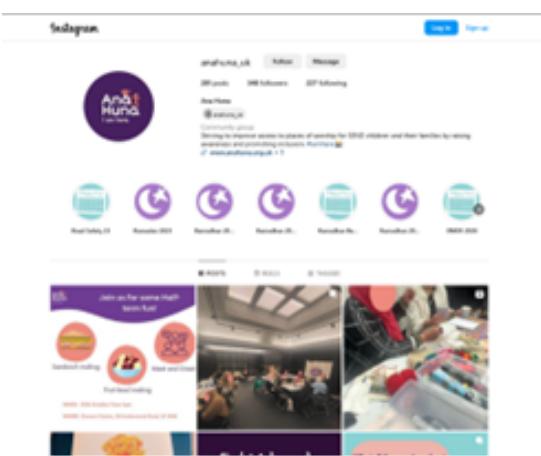


Contact us webpage:



## Social Media

Instagram (with no account):



The main Instagram page has 281 posts showcasing different events and also has many stories. The page has 348 followers and are following 227.

It has links to its Instagram thread, website and their Family iftar event booking  
(<https://www.eventbrite.co.uk/e/family-iftar-2024-tickets-864197547127?aff=oddtdtcreator>)

For 2024 they have a rough average of 13 like and 1-2 comments per post.

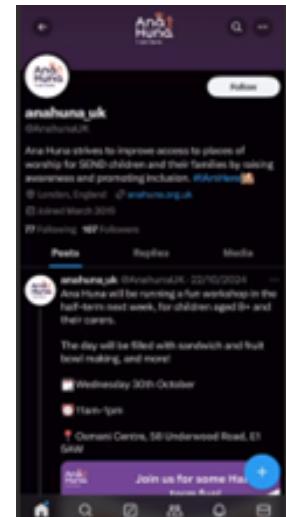
Without an Instagram account, one cannot click on posts for more information and cannot scroll down to see previous posts.

Twitter:

Their twitter page has 107 followers and are following 77. It has many posts the most recent being in October 2024. It has a link to their webpage.

They have an average of roughly 73 views, 1-2 likes and very few retweets per post.

Would be wise to consider that without an account you cannot view this profile.



# Assessing Website/Social Media efficiency and effectiveness:

## Website:

The website is clear and straight forward, giving basic necessary links and functions.

Ana Huna's Website does have an about us page, however it is not accessible via the main website.

The screenshot shows the Ana Huna website. At the top, there is a header with the logo and the text "Ana Huna" and "https://www.anahuna.org.uk". Below the header is a navigation bar with three items: "About", "Contact", and "Links". Each item has a brief description and a right-pointing arrow icon. The "About" section says "About Us. We are a community-based group working in ...". The "Contact" section says "Name. Email Address. Subject. Subject, General Inquiries ...". The "Links" section says "Making Mosques a place of welcome & belonging to ...".

It is accessible via this drop-down option; however, this is not always available.

It may be a good idea to add an 'about us' or 'what we do' option at the top of the website – this would be useful for newcomers on the website to navigate and see if the charity is applicable to them – whether that be in terms of helping them or if it's an organisation they are interested being involved with.

Many big charities often have 'about us' or 'what we do' options either at the top or the bottom of the website.

The screenshot shows the Islamic Relief Worldwide website. At the top, there is a header with the logo and the text "Islamic Relief Worldwide". Below the header is a navigation bar with three items: "About us", "Where we work", and "What we do". The "About us" item is highlighted in yellow. To the right of the navigation bar, there is a sidebar with sections for "Our strategy", "Capacity building for humanitarians", "Disasters", "Education", "Emergency response", "Health", "Food", "Water", "Livelihoods", and "Aqiqah". The main content area features a large image of people and the text "About us" followed by a detailed description of the organization's mission and history.

The screenshot shows the Muslim Aid website. At the top, there is a header with the logo and the text "About Us". Below the header is a sidebar with "About us", "News", "Blog", "History", "Board of Trustees", "Where we work", "Contact Us", and "Oxfam". The main content area features a large image of people and the text "Who are we?". Below this, there is a detailed description of the organization's mission and history, along with a "View Our Projects" button.

Being a small not well-known charity, it might also help to introduce the team – name some titles and create a picture of the group behind the website. It will help 'humanise the charity and reassure people they're 'dealing with real humans. (Business.com article)

Some studies done by HubSpot in 2022 suggest that '31% ruling an About Us page the most important element' ([HubSpot blog](#)) and 'the average website's about us page increased in traffic by 10% since the pandemic.' ([Blacklabdigital reference to HubSpot's report](#))

## Donations (Helps Fundraising as well):

Although Ana Huna is a charity it is not clear by the website how or if you can in fact donate to this charity.

Many websites often have a call to action (CTA) this could be options such as 'buy now', 'sign up for free access' or 'click for more'.

They nudge the consumer/visitor to do something on the website. ([investopedia](#), [webflow](#)).

Many of the big Charities often have big red 'donate' buttons on their websites, nudging the visitor to press this. Even if the visiting public does not intend to donate, it gives a clear distinction between a charity and a business.

Even if this is not possible to for Ana Huna – due to security of bank transactions etc. Simply stating there is an option and a method to donate or a way the visitor can contribute, may help to give the public more of image about Ana Huna and possibly increase funding. One study by double the donation suggests that '63% of donors prefer to give online with a credit or debit card' ([doublethedonation](#)).

Similar to this pages:

**How you can help**

**Donate. Volunteer. Partnerships.**

[Donate to support our work.](#)  
[Get in touch here with ideas, partnerships proposals and other thoughts - we welcome your input.](#)

**Other ways you can support**

- Start a fundraiser**
- Volunteer with us**
- Participate in events**

### Blog:

Ana Huna's website does include a dedicated blog page, which has a few articles that is good for getting a feel of the company and its values. One statistic suggests 'Websites featuring blogs attract 55% more visitors.' ([wpforms business stats](#)).

What the blog lacks, however, are case studies/success stories or in other words personalised impact articles – posts that highlight the work you do and its impact. This can again show off the charity values and events you hold but also start to build brand trust and loyalty.

One of the problems faced by Ana Huna is reaching out to the wider community and spreading awareness. These posts will help build credibility and show the public that your work has valuable and substantial impacts on individuals and families.

11 October 2024 <b>Bangladesh: Asharmoni's journey towards empowerment and education</b>	11 October 2024 <b>Palestine: providing medical relief following 12 months of bombardment</b>	10 October 2024 <b>Palestine: a year of supporting children and vulnerable people through psychosocial trauma</b>

Helping you too spread the word to more individuals. As well as this, it may also inform people of the volunteering opportunities within Ana Huna.

Ana Huna's Instagram does contain a lot of posts dedicated to event announcements and reviews; it may be a good idea to also transfer this to the main website as well.

### Newsletter sign-up

Referring to websites using CTAs, another idea Ana Huna could implement are options for the public to sign up to a weekly newsletter or weekly emails. These options will allow more of the public to read about the families with disabilities and understand more about the work Ana Huna does. It will also update those families who rely on Ana Huna for support and inform them about any new events or fundraisers. This may also be a great way of distributing the yearly Ramadan booklets to the right people and also to a wider audience who may also find it beneficial.

Here are examples of charities with mailing lists:

The screenshot shows the Islamic Relief UK homepage. At the top, there are logos for ISLAMIC RELIEF UK, OFCOM (Communications Regulator), hqai (Healthcare Awards), and 2020 Charity of the Year. Below these, a blue banner features the text "SIGN UP TO OUR NEWSLETTER". The main content area has a dark blue background with white text. It says "Join our mailing list" and "Get updates about our life-saving work around the world." There are four input fields: "First name", "Last name", "Email", and "Mobile number [optional]". A checkbox below says "I am happy to receive updates from Islamic Relief by email [inc. via social media]".

The screenshot shows a "Newsletter" sign-up page. The title "Newsletter" is at the top in orange. Below it is a section titled "YJF mailing list sign up". It says "Please enter your details below to keep up to date with our latest news, events and activities. We will not sell or pass on your details to any third party at any time." There is a "Sign in to Google to save your progress" link and a note about required fields. The form includes an "Email" field and a "Submit" button. A "Clear form" link is at the bottom right.

Get the latest updates direct to your inbox

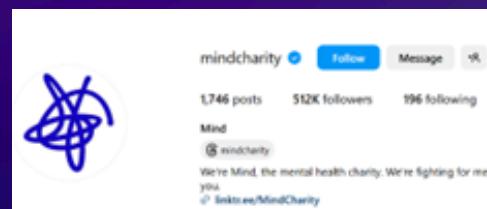
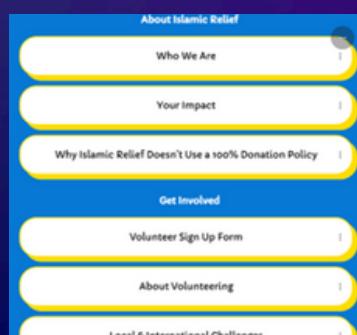
Your email address

SIGN UP

Even those on a mailing list, that don't read or just skim read the information sent to them, the weekly reminder of the existence of the charity 'Ana Huna', will keep up engagement and possibly cement Ana Huna as a reputable and trustworthy charity.

### Instagram:

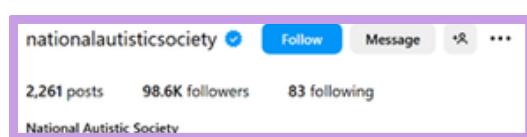
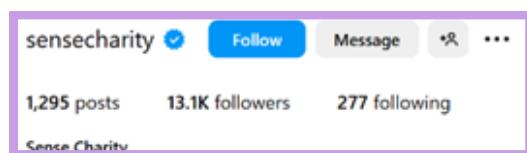
Comparing Ana Huna's profile to other similar charities on Instagram, there was one small gap between them. Many of the charities had a Link tree, where they had a collection of all their useful links and those links they wanted to promote.



Instead of having links clog up Ana Huna's bio, having one link that redirects you many other methods of engaging with the charity will be beneficial to the public visitor and to Ana Huna. It will make the bio look less messy and increase the chances of user engagement, will also make accessibility to important links such as Ramadan booklets or webinar recordings easier. For Ana Huna, it will give them one platform where they can update and change their links easily.

### Verification:

Another gap identified; was some big charities were verified on Instagram.



These charities are reputable and identifiable and therefore have significantly high followings and user engagement. We understand that Ana Huna is a small charity and it maybe be hard to be verified. However, since Instagram is Ana Huna's most used form of communication with the public, we think getting verified is important for Ana Huna in gaining a following

Hopefully, after registering as a charity, gaining verification for Ana Huna's Instagram profile will be easier. These are the methods and requirements for getting verified by Instagram:

There are two ways to get the verified badge

1. Subscribe to Meta Verified. [Learn more about the eligibility criteria.](#)
2. Apply for the verified badge if you are a public figure, celebrity or brand and meet the account and eligibility requirements outlined below.

#### Instagram verification link

For accounts not subscribed to Meta Verified, we look at a number of factors when evaluating Instagram accounts to determine whether they meet our verification criteria.

In addition to following Instagram's [Terms of Use](#) and [Community Standards](#), your account also needs to be:

- **Authentic:** Represent a real person, registered business or entity.
- **Unique:** Represent the unique presence of the person or business. Only one account per person or business may be verified, with exceptions for language-specific accounts. We don't verify general interest accounts (e.g. @puppymemes).
- **Complete:** Your account [must be public](#) and have a bio, profile photo and be active when you apply.
- **Notable:** Your account must represent a well-known, highly searched-for person, brand or entity. We review accounts that are featured in multiple news sources, and we don't consider paid or sponsored media content as sources for review.

Learn more about [how to apply for a verified badge](#) if you meet the above account and eligibility requirements.

### Case studies:

Another possible addition to add to the profile, is as referenced before – case studies. This is especially important if Ana Huna's Instagram is where most of their public engagement is.

It's important to show the legitimacy of the charity, and its impact on the community. Success stories or simply cases on families or children that Ana Huna aim to help will be great to get to know the charity and its work. It may also help to put up big changes or issues in the community that is linked with the work Ana Huna does i.e. disable-friendly places of worship etc.

We understand that doing this on both the website and Instagram may be strenuous, so adopting this idea on the site with the most user traffic may be sensible – if doing it on both is an issue.

### Increasing social media presence:

Facebook has '3.07 billion users worldwide' and 'Users spend an average of 18 hours and 44 minutes per month on the Facebook app' ([shopify social media](#)).

Facebook is currently the biggest social media platform with the most users, its demographic has a large range covering young adults to elderly individuals. The largest density is between the ages of 18-34 ([statista facebook age distribution](#)).

Although Ana Huna already has a good Instagram base, it may be worth considering also opening a Facebook profile. '93% NGOs worldwide have a Facebook Page' (2018) ([Global NGO technology report 2018](#), and it has a few features Ana Huna could take advantage of.

Ana Huna can create Facebook groups to help build a community and connect all those that benefit from the charity. They can also start fundraising campaigns for the charity and add a donation button on the page. ([HubSpot](#), [SocialBee](#)). This will help grow Ana Huna's publicity and possibly increase funds.

These are some pieces of information that Ana Huna should consider before making a Facebook profile.

Facebook has had many data breaches in the past, exposing user data and information to third parties, without user consent or knowledge. One of the biggest data scandals Facebook faced was in 2018, when 87 million users were affected in a 'major breach of user privacy', Cambridge Analytica (a political consultancy firm) had 'harvested and sold' user profile data – with links to the trump campaign in 2016. ([facebook data breaches](#), [nytimes](#), [theguardian](#))

Here are links to the other Facebook data breaches to consider: [nordvpn list](#), [firewalltimes list](#)

Facebook also have had lots of problems with misinformation, namely during election periods and on right-wing pages. This may be something to take into account when thinking about the possible information Ana Huna would put on their profile to the public.

One of the main reason's individuals don't use Facebook or stop using it is because of privacy problems and preferences. Many people have issues with how much data they collect and how they use this said data – whether it be too much personalisation or leaks to third parties.

It's a good idea to familiarise yourself with Facebook's privacy policy and terms and conditions, while also weighing up Facebook's past actions with user data and whether they actually align with their official statements. It is also recommended to research and look over negative user experiences with Facebook and the many effects it has had on the users/public, before making an Ana Huna profile.

#### Advice on staff privacy and preferences:

We understand that in Ana Huna's privacy and anonymity is an important factor when posting online. The recommendations surrounding the case studies and 'introducing the team' can both be carried out while still preserving anonymity and privacy.



Regarding the team page, the main point is to humanise the charity more – it is to convince website visitors that this is a real charity with real people behind the scenes. Simply putting the job titles and maybe a description of what you do and how this ultimately helps charity would be help do this - you don't have your names or your faces on the webpage.

Regarding the case studies, the main reasoning behind adding case studies and success stories is again to show the impact of the charity and to show that you have real impacts in your community and with families. So, even if you name someone as person X or Y, give them a fake name or blur their faces out, the main impact will still be there and influential to the public.

#### Changing the perception of Ana Huna:

Currently, much of the public view Ana Huna as a charity that helps specifically those with SEND, however Ana Huna helps those with all disabilities and have expressed desire to shift public perspective.

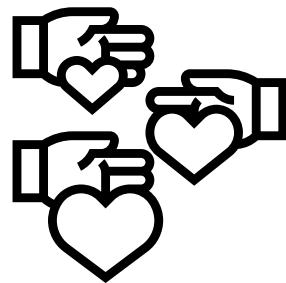
One idea is to partner up with organisations promoting a similar inclusion message – whether that be businesses or non-profits. Holding events together (preferably with organisations that don't specialise in SEND) and sharing each other's ideas and experiences with the public, with help spread the word of your charity. Favourably linking you too to the work these organisations do for all different types of disabilities. This may also be a chance to expand in the community and gain extra donations.



Here is a list of Muslim charities that help with different types of disabilities: [mcb list](#) (to be safe, search up the names and don't press the links)

You could also consider joint events with Deaf Ethnic Women's Association and British Deaf Association. (Both have outreach in Greenwich). [B Corp UK](#) – may find some companies to collaborate with.

Another idea is to create events for specific disabilities. Doing these exclusive events will help tie you to these disabilities, increase your reach in the community and over time develop the public view of Ana Huna into a charity that encompasses all disabilities.



### Fundraising ideas:

#### Register as a charity:

From our research we have gathered that Ana Huna is not yet a registered charity. Registering as a charity has many benefits, one being you will be able to save more funding for your events and for the charity itself.

This is possible as Ana Huna would be monitored and advised by the charity commission, giving it more credibility and trust from the donating public – making it easier for you to gain funding and donations.

The Government website also states, ‘Charitable rate relief gives you up to 80% off your business rates bill.’ for a building used for charitable purposes. The local Greenwich council might also ‘be able to top up the discount so that you do not have to pay business rates. This is called ‘discretionary relief’.’ ([gov uk](#))

#### Muslim charities forum:

After registering as a charity, Ana Huna could consider joining the Muslim charities forum. Overall, the benefits of joining include financial management, leadership training, exclusive resources amongst other things.

We understand that Ana Huna is quite a small company and many not have a lot of money to spare on a membership. There is a Band D membership for organisations with an annual income under £500k, which is £500. The main benefits include networking events, webinars and access to resources. (MCF Membership).

#### Grant Funding:

Applying for Grant Funding is a good way to increase funding for Ana Huna. Each grant with different organisations has different eligibility and terms and conditions, so it's good to do a lot of research before applying to any grant. Here is a link to Muslim Charities forum webpage on grant funding, they have a pdf of possible grants to look over and research. Although many of them are pasted their deadline, it's good to look out for next year: Muslim Charities Forum - Grant Funding

They also have useful links such as the government’s ‘Find a Grant’ webpage ([gov find a grant](#)) and All Ways Network an organisation supporting Muslim-led Charities in their funding journey.

Inclusion london funds – list of funders to research into with disabilities as one of their priorities.



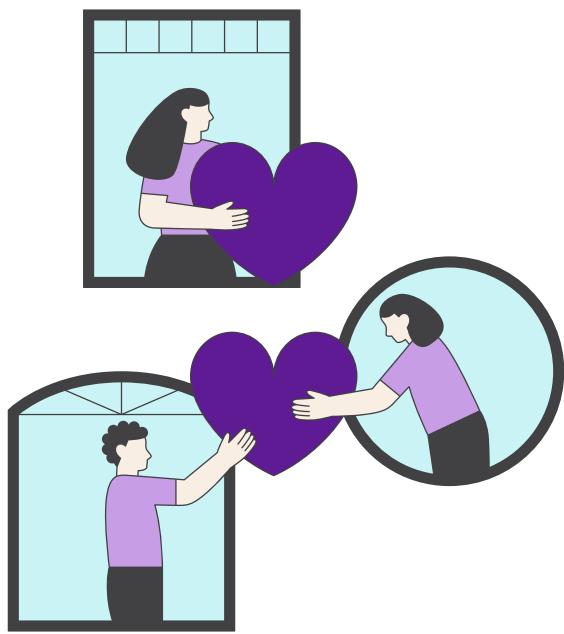
### Charity week:

Universities have people of many different backgrounds and ages, it's a perfect place to advertise Ana Huna and extend your reach. ISOCs in all universities often hold annual charity weeks, where they raise funds and campaign in university for a charity/charities. This is a good opportunity for Ana Huna to get involved with local universities and increase funding through donations. It is also a great way to spread your cause to different individuals. Since charity week is quite short, you may also be able to simply hold stalls at universities and partner with ISOC for different events throughout the year.

Nothing online suggests that you must be a registered charity to take part in charity week, however this may depend on the university and its ISOC. It's a good idea to communicate with them via email in advance to sort everything out.

### Recurring donations:

After setting up a donation button (or any of the other suggestions), it may be a good idea to introduce a recurring donation. Setting up monthly or annual automatic recurring donations is a reliable and sustainable stream of income for Ana Huna. This being automatic is a good feature as it allows the donor to donate multiple times without effort – which they otherwise may not have done.



### Partner with an influencer:

Some influencers already have a large audience and reach, partnering with one may be a good idea. By partnering with an influencer who has similar values

and thus audience, may increase donations. You could start a campaign together where the viewers could donate and arrange for the influencer to introduce Ana Huna and the work you do. You could also organise for the profits of the video to be donated to Ana Huna. Before deciding to do this however, you must research into the influencer, their audience and their work. Similarly, with different charities, businesses and organisations you do not want to tie Ana Huna to anything that may tarnish Ana Huna's reputation or link you to something unpleasant. Doing thorough research is very important before deciding to partner with anyone or any organisation.

### Peer-to-peer Fundraising:

Ana Huna could introduce events where volunteers fundraise for this charity. Volunteers could perhaps be sponsored by their friends or family and partake in events organised by Ana Huna. For example, you could have a walk-a-thon around different mosques in the area or you could have a cooking/baking contest. This will largely leave the actual fundraising to the volunteers while letting Ana Huna deal with solely the event planning. Ana Huna: Current Marketing Strategies and Recommendation

### **Conclusion for Fundraising:**

By implementing these fundraising strategies, Ana Huna can build a more sustainable financial foundation and strengthen its ability to serve families across the UK.

# Conclusion

Ana Huna has the potential to make a significant impact in raising awareness and providing support to SEND families within Muslim communities.

To do so effectively, you need to enhance your marketing strategies, engage more male allies, and collaborate with religious leaders to break down barriers. By improving your website, boosting social media engagement, and adopting a more structured approach to fundraising, Ana Huna can broaden its reach and become a key player in advancing SEND awareness and inclusion.

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