

VERICANE



PRESENTS



PERFECT
ELEGANT
ABAYAS
FROM
MARIZAÉ

34ERS
BRINGING
3/4ERS
BACK

ISLAMIC
AID
CHANGING
THE WORLD
£1 AT A
TIME

THE 4-1-1
ON
MINUS 30

**TREND
SETTER**

@CUSTOMSBYSAAMI



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V.M.



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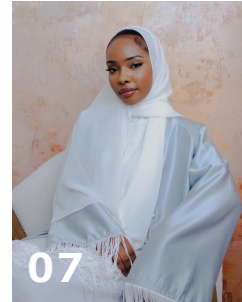
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The Rulers Are Back



“

QURAN 04:102:

**O BELIVERS! FEAR
ALLAH AS HE
SHOULD BE FEARED
AND DO NOT DIE BUT
AS MUSLIMS**

This is a quote from the Noble Quran. “In the heart of every Muslim there must be the real fear of God that he may not deviate an inch from the straight path, and always keep piety and ward off evil as much as he can and always pray for firmness. The Satans want to divert you from the straight path of Islam. You should disappoint your enemies and do not do any action against Islam. Your life and death should be sincerely identical with Islam.”

Tafseer -E-Usmani

”

HI, FROM RAYYANA

Asalam Alakium everyone ,

We are back with another issue (VM8), Alhamdulillah.
We have amazing stories to share of many Muslim brothers and sisters within the Ummah who are taking over the scene!

We've received so much love and support since the last issue was released. Myself and the team thank you all and we hope you continue to support Vericane as it continues to grow.

I'm excited for you to read and take in this issue, InshaAllah.

You ready ? , بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



RAYYANA MOHAMMED(RAY TALKS)

Editor-in-Chief

IT'S NOT OVER UNTIL I WIN. 





Marizaé

THE PERFECT ELEGANT
ABAYAS



Written by RAY
TALKS

ELEGANCE



WHAT IS MARIZAÉ ?

Marizaé is an abaya brand based in Birmingham, whose mission is to help others dress more modestly. The brand has had several purchases across the world, with sisters even wearing the abayas while performing Umrah. Marwa, the brands creator, never expected the business to grow the way it has and feels immense reward in what she's doing. Every single time a sister puts on one of her abayas, the brand achieves its goal and mission.

SIMPLICITY IS BEAUTIFUL



JOURNEY OF THE BRAND

The brand was established in December 2022. Marwa has always had an interest in art and decided to start sketching modest pieces because she struggled to find abayas that she liked. Her sister suggested starting an abaya business which, at the time, wasn't in her plans. When Marwa was shopping for abayas a lot of them were majorly overpriced. This prompted her to launch Marizaé and made it her mission to bring affordable and elegant abayas to the market. Marwa has an amazing support system around her, especially her sister. Her sister has been a massive help in anything she has pursued in life. Marwa is forever appreciative of her sister, as she provides a unique perspective to situations Marwa wouldn't have thought of. The sister is also the co-founder of Marizaé and she couldn't have started it without her. Her mother and grandmother have also been helping with the brand in any little way they can. May Allah reward Marwas family for all their efforts, Ameen!



Marizaé

INFLUENCE OF ISLAM AND THE BRAND

The influence of Islam on Marizaé is very evident. The purpose of the abaya brand is to bring others closer to Islam through modesty. Dressing modestly can be challenging for those starting their journey as it can be quite costly. Marwa is providing beautiful and cost-effective abayas that help to curtail this problem in the market. Furthermore, Marwa has expressed her disappointment in what is happening to fellow Muslim sisters in France and how openly Islamophobic rhetoric is pushed in the French media. In society and the media, there are advocates for everyone else's rights, but Muslim women are not given the same protections for our hijab, niqab and abayas. Marwa hopes to create a platform that can help Muslim women feel comfortable in guarding their beauty and let them feel proud of their religious dress.

Marwa wanted to share this hadith :
Abdullāh ibn 'Umar (may Allah be pleased with him) reported that the Prophet (may Allah's peace and blessings be upon him) said: "Modesty is a part of faith".

Reflecting on this hadith, it shows us the importance of modesty and how it helps with keeping our deen steadfast. With more women learning about the deen, more women within Ummah are dressing modestly for the sake of Allah. Marizaé aims to uphold this standard set by Allah and his Messenger (Pbuh) .

VISION FOR 2024

The vision for 2024 for Marizaé is modesty for all women. Marwa also wants the brand to have more collections, modest pieces, casualwear , evening dresses, elegant stylish abayas and a selection of nikkah abayas, InshaAllah.



HARDEST CHALLENGES FACED

The most challenging thing for Marwa has been balancing her full time job, social life, quality time with family and running her business. Reflecting on how hard it is to balance it all made her realise how precious time is and how it should be invested wisely. She said "There's a saying ... Time is like a sword. If you do not cut it, it will cut you. Alhamdulillah, she has an amazing support system from friends to family with anything she needs.

Sagé

Your go-to green linen abaya. The covered black slit sleeves make the abaya perfect for everyday wear. Can be worn open or closed with its stud fastenings. Comes with a matching hijab/sheila.



Moonlight Collection



Noir

The versatile black chiffon abaya with a hint of green. The green slit sleeves give the final effortless look to your not so typical black abaya. Can be worn open or closed with its stud fastenings. Comes with a matching hijab/sheila.

Ubax

Introducing our pink glamorous abaya made of high quality Korean silk. The tassels on the sleeves give the abaya the final elegant look. Can be worn open or closed with its stud fastenings. Comes with a white hijab/sheila.



Shimmer Collection



Puniora

Introducing our blue glamorous abaya made of high quality Korean silk. The tassels on the sleeves give the abaya the final elegant look. Can be worn open or closed with its stud fastenings. Comes with a white hijab/sheila.

MARWA'S ADVICE TO OTHERS

Something Marwa wishes she knew before she started her brand was making sure to ask for help. As a business owner when you're struggling with something, or lost and need some direction, asking for advice can go a long way. Another piece of advice she has is to connect with like minded individuals who work in the same industry as yourself. You will be surprised how much people are willing to help you out.

Hope you enjoyed reading about Marwa's journey with her abaya brand, make sure to check Marizaé out on their Instagram @marizae_

Until Next Time, Ray Talks



IT'S NOT OVER UNTIL I WIN. 



— Profile

Through The Seams: 34ers Changing The Game



Intro

As a recruiter, it was drilled into us to find the pain points of our clientele and sell into that. That is where the big bucks are. Finding a problem and providing the solution. One huge problem for Muslim men is wearing shorts, especially in the Summer.

For those in the UK, you would know just how sticky and humid weather above 25 degrees can be. The first thought is to wear shorts, but this is a conflict for Muslim Men as we are required to wear garments that cover our knees, which is mandatory for prayer to be performed and accepted.

34ers is an innovative lifestyle brand established in the heart of Birmingham, helping to fill in a huge gap in the apparel market with its fresh ideas and groundbreaking three quarter-length shorts.

Shaid is one of the most insightful brothers I've had the pleasure to interview. From speaking with him, it was clear to see his passion for helping the ummah by providing fashionable garments, halal to wear and permissible for prayer. We at Vericane sat down with Shaid to discuss his brand and vision for the future.

Written by Jamal Aminu.



VM: Salam Alaikum Brother! It is a pleasure to meet you. The first question I always love to ask is, what is the meaning behind the brand name? It is a difficult question, but what does it mean to you?

34ers: Walaikum Salam Brother! The pleasure is mine.

I wanted to make a play on words to represent our famous three-quarters lengths. The brand name is called 34ers, we are the home of three quarters. It's also inspired by the American football team San Francisco 49ers, we added that nice twist, to not limit the brand to just three quarters, so we can be a more versatile brand.

VM: What's the mission of the brand? What impact are you aiming to have with your clothing?

34ers: I want the brand to be recognized worldwide as a mainstream brand that Muslims all around the world can identify with. A brand that protects our values and beliefs, and not just for the Muslims but for the World.

Our Mission statement is the following:

'To be the pioneers of ingenuity, contemporary style, and authenticity, rewinding history and propelling 34ERS@into the future. Representing one body, a brand that covers and protects your values and beliefs.'

I strongly believe that we can have a mainstream brand, that embraces our religion and everyone is proud to wear.

FEEL FREE BE REAL.

THIRTY4ERS
THIRTY4ERS
THIRTY4ERS
THIRTY4ERS
THIRTY4ERS
THIRTY4ERS
34ERSTOTHEWORLD

THIRTY4ERS

VM: I find the origin story of clothing companies so interesting. Everyone's reason for getting into the industry is different. How did the 34ERS brand come to be? What motivated you to start the business?

34ers: I initially thought of the idea back in 2012, when I was on a family holiday in Turkey. It was prayer time and we were near a masjid. Me, my brothers and cousins, were all wearing shorts at the time and I remember us all trying our very best to cover our knees, and by doing that our boxers were showing. I remember leaving the masjid praying for two things, one was that our salah was accepted and the second was for someone to bring three-quarters back into the market. I thought to myself - if I were to do it, I'd bring stylish ones that you'd want to wear all the time. I wouldn't cut corners and would be striving for the very best clothes in the game.

Fast forward to 2020, when I was working in the headquarters of Next on their deployments team. Alhamdulillah, the job was really good, but I felt depressed and I've always wanted to do more with my life, something more fulfilling, and meaningful. I sat down that summer and went through a list of business ideas that I thought of, over the years. Some of which have already been started by others. And like you said earlier, in business you rarely get an opportunity to fill a gap in the market and provide a much-needed item that will ultimately better the lives of us Muslims.

I sat down with one of my friends who is a graphic designer, and he helped bring my logo to life. I knew what I wanted, but he took it to the next level, Alhamdulillah. It is so important to get the branding on point, as it would reflect on anything you do going forward, from your clothes to your packaging to your social media. This is your identity, and I knew it was so important to get this right.

After the branding was sorted, it was a matter of finding a supplier that would understand what I was trying to do, I initially started with normal streetwear, as the brand exists beyond just three quarters. We are a lifestyle brand, that understands the needs of us Muslims.



VM: I think it's easy for the public to focus on the successes and the beauty of the clothing or signs of success that come with business, but a lot don't know about the backend and all the highs and lows. What's been the hardest challenge(s) you have come across on this journey so far?

34ers: There have been many challenges along the way. So initially when you first start, your excitement does get tested when those you thought would support your business fail to. But Alhamdulillah, Allah has a beautiful way of showing who your true supporters are and connecting you with like-minded people.

Probably the biggest struggle, and I think it's the same with most clothing start-ups, is finding the right supplier for you.



Someone who understands your vision and is not asking you to order in the thousands. A friend of mine once told me, it's better you go through 16 bad suppliers and your 17th is the right one, than not trusting any at all. It's a bit of an extreme example, but shows you have to go through the struggles and it's all just one big learning curve. You pick up certain skills along the way, which is more valuable than if you found them on your first try.

With business, you have to be willing to accept the highs with the lows and roll with the punches. Provided you stay faithful to Allah, he will take care of all your affairs, and everything will work out at the right time.

Things to Buy

The essential gear from 34ers

01



34ERS® Elites - Black Cargo Three Quarters

Introducing our 34ERS® Elites! The best cargo three-quarters money can buy! Our unrivalled, Lightweight Cargo Three Quarters, are made for all seasons and Salah. Our Cargo Pants include an elasticated drawstring waistband that gives you that personal comfort. With our adjustable bungee cords, you can adjust it however you like. Allowing you full awrah coverage, and comfort for all your prayers.

34ERS® Oversized World Tees - WHITE

34ERS® Oversized World Tees - White is made from a medium-weight, soft Cotton Jersey fabric that is of the most premium material. The world graphic, embossed with our famous #34ERSTOTHEWORLD hashtag, represents the unity the brand stands for. A strong message with an even stronger belief. Worn with our 34ERS Elites, be sure to stand out this autumn! A class above the rest.

02



VM: We've touched on it in previous questions but would love to get an in-depth answer on how you believe Islam is influencing the brand and the direction it's heading.

34ers: So from the very start with the idea of bringing three quarters into the market. The aim is to give us Muslim men the shorts that we can wear without compromising our faith. We try and integrate the sunnah as much as we can, in every aspect of the business. We try and avoid using music altogether in all of our content, which hasn't been easy, to say the least. Again, we don't judge those who do use it, we are just going from the best of our knowledge.

To answer your question, we are all flag bearers of Islam, and with this brand, we want to do our part in showing the beauty of this religion. From business dealings to marketing to speaking to our customers.

VM: Our Final Question is What would you advise others or is something you wish you knew before you got started?

34ers: You'll face lots of hurdles along the way but keep doing the small things that work towards your vision, later down the line you'll see the fruits of your labour and be proud of not giving up. Remember, in life, you regret the things that you didn't do, more than the ones you did. So quit procrastinating and just make a start.

Everything in life has its timing, trust your heart when you believe in your idea. There's so much you can do when you put your mind to it, it's a matter of belief, putting in the work, and trusting Allah SWT.



Food Distribution

Islamic Aid, Bangladesh



**LET'S HELP CHANGE LIVES FOR GOOD,
TOGETHER**



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<https://islamicaid.com>



VERICANE



PRESENTS



ART



FREEDOM

WRITTEN BY
RAY TALKS



TREND SETTER

@CUSTOMSBYSAAMI



“

THE MORE YOU PRACTICE THE MORE YOU CAN PERFECT YOUR CRAFT AND ART

”

- @CUSTOMSBYSAAMI

THE ORIGIN STORY

Saami is an up-and-coming artist from Mitcham, South London. She's a skilled customs designer that does all things customs from shoes, t-shirts, hoodies and more. I first came across Saami through TikTok with her viral video of the 'Spiderman Across the Spider-Verse' Hoodie that she had created. It has caught the attention of so many people across social media, TikTok and Twitter especially.

Saami hand-painted the Spiderman Hoodie, which took her 26 hours to complete. When she decided to share the art piece with the world, she received massive amounts of praise for the hoodie and love for what she had created.



THE PROCESS

When she finally tweeted out that she would be putting the hoodie up for sale on her website, people on twitter reacted negatively to the £370 price tag. People were saying she was ripping people off, despite their lack of awareness of the time and effort that went into creating the piece. Saami, however, knew her worth and the quality of her work. She didn't back down to the hate and someone is now the happy owner of this amazing art piece.

She first started her journey as an artist during the 2020 lockdown. She had quit her job to focus on her studies, however, during the lockdown she was bored at home. Painting has always been something Saami has enjoyed and she turned to it during lockdown, thus beginning her journey as a custom designer.

**INSPIRATION OR
DISCOURAGE**

**"CHALLENGE YOURSELF,
TAKE YOURSELF OUT OF
YOUR COMFORT ZONE."**

- @CUSTOMSBYSAAMI





TRIAL AND ERROR

LIVE IN THE
MOMENT.

- @CUSTOMSBYSAAMI

One day, she came across her old airforces and had an idea to paint them. She painted one shoe with a wave and another shoe with a dragon and posted it to her socials. She got positive feedback from friends and family asking if she could do customs for them. From there she made an Instagram page dedicated to her customs. Within the first two months of her posting her customs, she had a video go viral on Twitter and TikTok in April 2020 resulting in her gaining a big following. She started during Ramadan and she made loads of dua to open the doors for her and Alhamdulillah look how Allah has blessed her. When she started her customs she had no idea how big the community was until she became a part of it.

Saami's mission is to fuel her creativity to the fullest. She has a genuine love for what she does and can create unique pieces for individuals who come to her with ideas and make them happy, which makes her happy. She finds it very peaceful and is a form of stress relief to work on the art she creates. Her inspiration stems from everything in her life, what she reads, watches, pretty scenery and nature. She can take inspiration from scenery, as she takes what she sees and uses the colours to create her art, for example, a sunset. Additionally, her clients also inspire what she designs and what they bring for her to create.



FORWARD THINKING

Saami's vision for the rest of 2023 is to release a collection based on Palestine.

The designs are mainly based on the architecture of Palestine and she hopes to put them up for charity auction to go towards good causes InshaAllah. Her vision going into 2024 is to explore more clothing, custom apparel and textiles. She did GCSE textiles and wants to explore her textiles skills in her custom designs.

Saami shared some of the hardest challenges she faces while doing her artwork. One of the challenges is balancing her personal life with her work. Alongside university studies and feeling burned out, it can feel like a chore to work on her custom designs and this hampers her consistency. Another challenge she faces is feeling that she's not doing well enough based on how people may perceive her work. However, she doesn't let the negativity affect her and maintains strong belief in herself and her work.



**"TAKE RISKS. YOU
NEVER KNOW WHERE
THINGS CAN TAKE
YOU"**

-@CUSTOMSBYSAAMI



THE MARATHON CONTINUES

Islam has influenced Saami in terms of how she believes in running her business based on Islamic ethics and morals. Making sure that people are receiving the best quality of work, trust and honesty. Being a Muslim woman and hijabi, she wants to be able to show Muslims and non-Muslims that we are good and creative people, and more than how we are portrayed in the media.

Something Saami wishes she knew before she started is to believe in herself and the importance of consistency in what you do and trying your best. A piece of advice she would give her past self is to "challenge yourself, take yourself out of your comfort zone and take risks. You never know where things can take you, and trust in Allah's plan for you".

A piece of advice she would tell other artists is to practice. "Practice! The more you practice the more you can perfect your craft and art".

I've thoroughly enjoyed writing about the journey Saami has had so far and wish her all the best with all custom pieces to come InshaAllah. Make sure to check out her socials @customsbysaami.

Until Next Time, Ray Talks.

Photos by
Jade Reynolds

Written by Ray
Talks

FINE DETAILS





The Heart

الَّذِينَ آمَنُوا وَتَطْمَئِنُّ قُلُوبُهُمْ بِذِكْرِ اللَّهِ أَلَا بِذِكْرِ اللَّهِ تَطْمَئِنُّ الْقُلُوبُ

Those who believe and whose hearts find comfort in the remembrance of Allah. Surely in the remembrance of Allah do hearts find comfort

[Qur'an 13:28]

The heart is a delicate gift, with the knowledge you attain learn to share it with happiness.
The heart should be filled with tawakkul, taqwa, and imaan.
Yet other hearts carry Islam but struggle to absorb it deeply.
As you know the human heart speaks for itself.
For example, those who practice Islam, the heart awakes.
The heart acts upon.
The condition of the heart allows these actions to be approached.
Don't you see the effort of those who are weak in the body yet they continuously pray the long night prayers, practice patience.
Always remember to ask Allah to grant you a heart of Islam and the ability to reject anything that the devil offers before closing the eyes.

The first place that fitnah is presented to is the heart, not the ears or the eyes.
Fitnah by fitnah.
The black dot grows while the heart weakens and breaks.
Repel with patience and forgiveness, Allah will indeed guide you.
Just imagine the white heart glistening with purity.
Nothing but good deeds.
The heart that accepts and forbids the blackness of evil.
Ever asked yourself why the heart physically feels pain when you think or do something?
It's the heart that collects all, the secret to everything.
He who recognises his Lord, indeed he will feel safe and content.

May Allah protect us from the evils of this Dunya. May He make us amongst those who follow the Quran and Sunnah. May He forgive us for our shortcomings and make us better individuals. May we enter Jannah and have righteous companions who encourage us to always do better. Please keep me in your duas as you are in mine.

@quotesbysau on IG if you have any questions In Sha Allah x

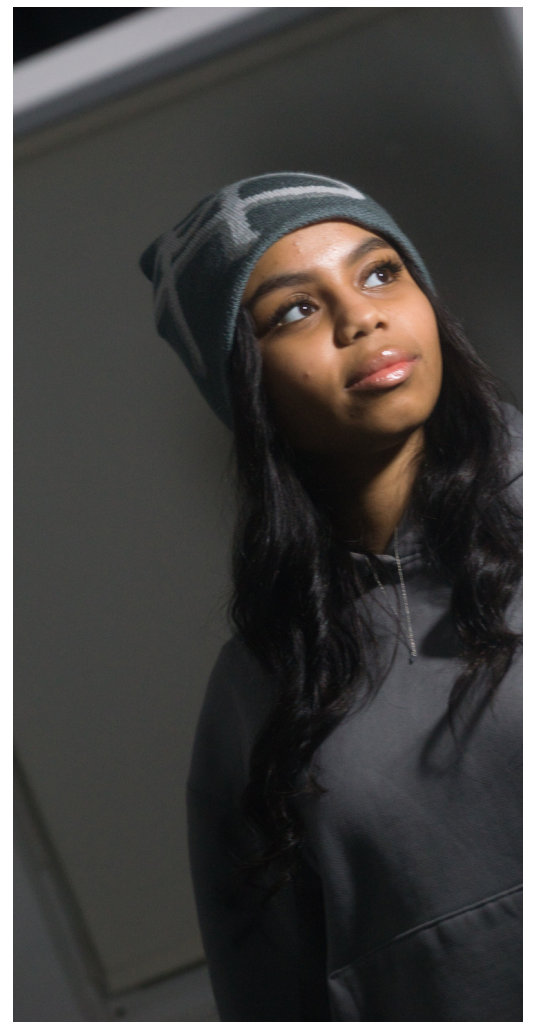




LIMITLESS POTENTIAL

THE STORY OF UP & COMING MUSLIM-
OWNED STREETWEAR BRAND, MINUS 30.

BY JAMAL AMINU.



The streetwear apparel market is bubbling for all to see. These days it seems that everyone who has a level of interest in clothing is starting a brand. But beneath the riff-raff and numerous tired designs, one brand is shaking things up for the young generation of Muslims, Minus 30.

Minus 30 is an up-and-coming Streetwear brand designing clothes for everyday casual wear. Started by a young Muslim entrepreneur, Tyreek, the brand aims to create a wave amongst young Muslims and build a platform that supports young adults entering a pivotal stage in life.

Minus 30 was created in a way we all hope our businesses come to life, just some friends having fun and brainstorming. "The name was something my friends and I came up with on the spot, and it has stuck with me for a long time". Tyreek spent much time around the creative industry whilst completing his GCSEs. Initially an aspiring photographer at the time, his passion for fashion and creativity helped him transition into the streetwear market quite easily.

**"MORE THAN
JUST A FASHION
BRAND, MINUS 30
AIMS TO
ESTABLISH ITSELF
AS A PLATFORM
TO SHOWCASE
THE TALENTS OF
YOUNG
CREATIVES!"**

-TYREEK

IT'S NOT OVER UNTIL I WIN. 





The way Tyreek sees things, many Muslims in the creative industry are afraid to push forward with their creativity, and his goal is to build a platform that can break down the barriers to entry for many young Muslims willing to showcase their skills and assets.

The come up for any aspiring entrepreneur is difficult. Between sourcing materials for the brand and balancing work, it can be a massive struggle to keep on top of. However, Tyreek is embracing the challenge and focused on establishing Minus 30 as a major player in the clothing industry. "Rome was not built in a day. I have to be patient with the brand and not become lazy and neglect my work."

"Have an idea of the journey you want to take your brand on and be very patient with your business. There will always be a time that your business will flourish, never force the growth!" - Tyreek

Tyreek is one of the many young entrepreneurs in the Muslim community that we at Vericane are dedicated to showcasing. We believe in Minus 30 and the brand's vision and can't wait for them to drop their next collection. May Allah continue to bless this business and put barakah in it, Ameen.

MINUS 30

IT'S NOT OVER UNTIL I WIN.



EMPOWERING HOPE: THE JOURNEY OF ISLAMIC AID

By Abu Bassai



“

Our mission is to transform lives and fight poverty with honesty and commitment

A wonderful charity appeared in the midst of the world’s poorest areas, where hope is sometimes overshadowed by the ominous phantom of poverty.

Chairman Mahmood Hassan’s upbringing in Pakistan’s impoverished surroundings is a witness to his resiliency and enduring spirit as a young boy who was motivated to overcome hardship. Mahmood saw the soul-crushing impact of poverty and the brutal reality that many youngsters faced — the lack of access to school — while growing up in one of Pakistan’s worst neighbourhoods. Because there was no school in his home area, every day began with a dangerous 7-kilometre journey to a nearby village on dirt roads. Fear was an unwelcome companion.

Picture a young boy, just eight years old, braving the harsh elements, the scorching sun, and the uncertainty of what lay ahead. This solitary journey was fraught with challenges that no child should have to endure. It was an experience that etched itself into Mahmood's memory, one that he vowed no other child should undergo.

Despite humble beginnings, Mahmood Hassan's unwavering dedication to learning and excellence set him on an extraordinary path. His academic success, including Gold Medals and merit scholarships, was particularly remarkable given the challenging circumstances. Earning his MBA from Bahauddin Zakariya University, Multan, where he secured the top position university-wide, opened the door to a Government of Pakistan merit scholarship for international studies. This scholarship facilitated his journey to the United Kingdom, where he completed his MBA at Imperial College, London, laying the foundation for his subsequent humanitarian endeavours.

The turning point for Mahmood Hassan came during the Bosnian crisis of 1993-94 when he was inspired by charitable organizations.

He began volunteering, leading him to a career in the sector. In 1998, after establishing his business and finding stability, Mahmood decided to give back. He laid the cornerstone of change in his hometown by founding a school, and providing quality education without fear. This marked the genesis of Islamic Aid, born from Mahmood's determination and compassion. Since then, the charity has expanded across Asia, Africa, and Europe, positively impacting thousands of lives.



Our vision for 2023 and Q1 2024 is to diversify our fundraising channels and make better use of technology to increase our impact.

At the heart of Islamic Aid's mission is a fundamental belief in empowering individuals and communities to uplift themselves. Chairman Mahmood Hassan, drawing from his own experiences, recognised that the most effective response to poverty is not just providing immediate relief but also equipping people with the skills, tools, and resources necessary to become self-reliant. This guiding principle remains central to Islamic Aid's work today.



Parizaé



Islamic Aid was founded in 2000 and draws on knowledge and experience from both the commercial and non-profit sectors. It is a sincere attempt to give back to the neighbourhood Mahmood Hassan himself was raised. The organisation works to provide immediate and long-lasting improvements in the lives of people who are coping with the harsh reality of poverty, the devastation caused by armed wars, and other natural catastrophes.



Islamic Aid's vision is clear: they aim to broaden their impact in the fight against poverty and suffering. They're diversifying fundraising, using advanced technology for donor engagement, and going digital. By reaching more people, attracting new supporters, and boosting resources, they're set to make a bigger difference. Their ultimate goal: is a world without poverty and suffering, where people live with dignity and independence.

Islamic Aid's commitment to healthcare access in undeserved communities shines through their recent achievements. They've made significant upgrades to the Emergency Ward of the world's second-largest hospital in Lahore, setting up clean water filtration and air quality monitoring systems. This transformation ensures top-notch healthcare for 1.3 million child patients annually. Their plans are to continue upgrading the hospital and replicate these projects in other developing countries showcasing their dedication to making a lasting impact in the healthcare sector.

One of Islamic Aid's major challenges lies in upholding strict due diligence. Their unwavering commitment to full transparency, with a policy of allocating 100% of donations to the cause, sets a high standard in the charitable sector. While some charities might opt for projects like orphan sponsorships to boost donations, Islamic Aid remains committed to unwavering integrity. Many organisations use a model where donors believe they're sponsoring individual children, but tracking and monitoring these children can be complex. Instead, Islamic Aid directs donations to support orphans in a specific province, prioritising honesty and transparency over the allure of increased funding, staying true to their commitment to ethical practices.

Dana Al-Saffar, a dedicated Programme Officer at Islamic Aid, beautifully captures the essence of what makes working for a charity so rewarding. She highlights that it's not just a typical 9-5 job; it's a profound opportunity to make a positive impact on the lives of those in need. For her, working for a charity aligns with her Islamic values, allowing her to be a conduit for providing help to others, and that is deeply fulfilling.

Moreover, Dana shares an invaluable lesson that has stayed with her throughout her journey in the charitable sector. She emphasises the importance of performing her work with 'Ihsan' (excellence) and 'Ikhlas' (sincerity). While charities operate similarly to businesses and often compete for funds, Dana's lesson is a reminder that maintaining sincerity in her work is paramount. It's easy to lose sight of the bigger picture in the fundraising process, but renewing her intention daily and striving for sincerity in her actions ensures that her efforts are weighed positively on the Day of Judgement, an essential reminder that insincerity can tarnish even the noblest of deeds.



**LET'S HELP CHANGE LIVES FOR GOOD,
TOGETHER**



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“

The most rewarding thing about working for a charity is giving back to the Ummah.

Dana’s insights remind us that working for a charity isn’t just a job; it’s a calling to serve humanity with excellence, sincerity, and unwavering commitment to making a difference in the lives of those less fortunate.

To conclude, Islamic Aid’s mission is driven by the transformation of lives and the fight against poverty, echoing Chairman Mahmood Hassan’s inspirational journey. Their goals include diversifying funding sources and embracing technology while unwavering in their commitment to honesty. Islamic Aid’s history reflects an unshakable commitment to a compassionate, open, and integrity-driven mission to better the lives of those in need.

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The 3Ws: World Wide Wonder

{illustrated & written by Shamiha Sultana}

You've heard the 5Ws, but did you know the main 3?

Thinkers who are

Inspired yet tired.

Confused with wires.

A world-wide phenomenon.

Heart, Soul and Body.

Blood, Sweat and Tears.

Changes of hearts, then
changes of mind;

leaves the souls in spirals to wind.

Keep looking, asking

then knowing what you find.

Here:

Where you search is important
to reveal the key-hole, turning
moment.

Now take a moment.

Feeling rejuvenated in life each, and
at different times.

Life's a cycle connected through
where who & why.

A bunch of
ups and downs,
news & thoughts;
never stagnant,
but in fragments,

We are.

You decide, when it ends;

It's my call, To You.

Who (k)new?

07/08/2023

@11:15pm

-SS-

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