PILGRIM SUPPORT

England & Wales · Charity number 1188594

Details

Status	Registered
Legal form	CIO
Registered	2020-03-17
Register	View on the Charity Commission register

Contact

Address	Pilgrim Attic Self Storage 3A Claps Gate Lane London E6 6JF
Phone	07951152786
Email	info@thepilgrim.co
Website	www.thepilgrim.co

Activities

Objects: “TO ADVANCE THE ISLAMIC FAITH, RELIGIOUS PRACTICES AND EDUCATION FOR THE PUBLIC BENEFIT THROUGHOUT ENGLAND AND WALES.THE PROMOTION OF RELIGIOUS HARMONY FOR THE BENEFIT OF THE PUBLIC BY PROMOTING KNOWLEDGE AND MUTUAL UNDERSTANDING AND RESPECT OF THE BELIEFS AND PRACTICES OF DIFFERENT RELIGIOUS FAITHS.THE RELIEF OF THOSE IN NEED, BY REASON OF YOUTH, AGE, ILL-HEALTH, DISABILITY, FINANCIAL HARDSHIP OR OTHER DISADVANTAGE THROUGH THE PROVISION OF SUPPORT TO ENABLE RELIGIOUS PILGRIMAGES.”

Activities: Pilgrim exists to advance the Islamic faith, religious practices and education for the public benefit throughout England and Wales. The promotion of religious harmony for the benefit of the public by promoting knowledge and mutual understanding and respect of the beliefs and practices of different religious faiths. the relief of those in need

Classification

- **How:** Makes Grants To Individuals, Provides Services, Provides Advocacy/advice/information
- **What:** Religious Activities
- **Who:** The General Public/mankind

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Geography

- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£152,783	£460,807	-	-
2023-12-31	£959,261	£596,978	£693,900	0
2022-12-31	£678,245	£541,038	£331,596	4
2021-12-31	£157,088	£140,862	-	-
2020-12-31	£168,630	£61,497	-	-

Trustees

Name	Role	Appointed
Mohammed Shabbir Hassan	Chair	2020-03-17
Khatija Sacranie		2020-03-17

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PILGRIM SUPPORT

England & Wales - Charity number 1188594

Accounts

Pilgrim

Annual Report

2024



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Reference and Administrative Information

Trustees:	Mohammed Shabbir Hassan (Chair) Khatija Sacranie Omar Salha
Executive Management Team:	Zain Luqman Miah (CEO) Afshanara Khanom (Finance Director)
Registered Office:	Pilgrim Support 3A Claps Gate Lane London E6 6JF
Independent Examiner:	Ronke Olarewaju -ACCA
Bankers:	Metro Bank One Southampton Row London WC1B 5HA
Charity number:	1188594

Annual Statement from the Chair of Trustees

This past year has reminded us what it means to serve. Not in theory. But in practice. To serve in the unseen moments. To serve with care. And to serve with consistency.

As trustees, our duty is not just to oversee. It is to protect the mission. It is to ensure that Pilgrim remains accountable not only to its governance responsibilities, but to the people it was created for. The ordinary Muslim. The new pilgrim. The forgotten teacher. The single mother. The Deaf Muslim. The young person seeking direction. The elderly person preparing for their last journey. These are the people we are here for.

In 2024, Pilgrim demonstrated what it means to hold that responsibility with care.

Through our digital presence, we reached millions. But we also protected clarity. We made sure that our growth never came at the cost of integrity or accessibility. Our platforms remained free. Our content remained sincere. Our voice remained grounded.

Through our development work, we built tools that answered real needs. My Dua List allowed people to hold their hopes in one place and share them with love. The Pilgrim App brought guidance into the hands of travellers as they walked the sacred paths of Makkah and Madinah. The Pilgrim Shop opened a sustainable model for sharing resources while supporting the organisation.

But beyond the tools, it was the people who moved us.

Eighteen Imams who had never seen the Kaaba returned to teach with new light in their eyes. Deaf pilgrims who had long felt sidelined found themselves crying in the Rawdah, finally hearing the khutbah in their own language. These were not statistics. These were sacred moments made possible by quiet generosity and careful work.

We have reviewed the operations, finances, and programmes of Pilgrim in full. Our trust in the team remains strong. The organisation continues to be managed with care and discipline. And most importantly, the work continues to reflect the heart of the mission.

To our donors, our partners, and every single person who supported Pilgrim in 2024 we thank you.

This is your reward. Every Umrah performed. Every dua is made. Every heart that felt closer to Allah through something we created.

May the work continue. May the sincerity remain. And may we be allowed to serve again in the year ahead.

Mohammed Shabbir Hassan
Chair Of Trustees

Statement from CEO

There is a word that comes to mind when I reflect on 2024. That word is invitation.

This year has reminded us that our work is not only about platforms or content. It is about inviting people back into their faith. Inviting them to understand. Inviting them to feel connected. Inviting them to feel that the sacred is not far away. That it is near, possible, and meant for them.

Alhamdulillah, it has been a year of real growth. We reached over two million people through our website. We saw over one hundred million impressions across our social media. Thousands of new pilgrims visited our content, downloaded our guides, or asked questions through our new mobile app. Every tool we developed, from My Dua List to the Pilgrim Shop, was shaped around the same idea. That spiritual clarity should be free. That support should be available. And that everyone should feel welcome.

But what I am most proud of this year is not our digital performance. It is what we did with our hands. It is what we did with our hearts.



In February, we partnered with the Imam Development Program to take eighteen African Imams to perform Umrah for the first time in their lives. These were men who had served their communities for decades, often on little income, without ever imagining they would stand before the Kaaba. What they experienced changed them. What they returned with changed the people around them. Their reflections were raw and sacred. And they reminded us that one journey can lift not just the individual, but the entire village they return to.

Later in the year, we continued our partnership with Al Isharah to support a Deaf accessible Umrah for twenty-eight Deaf pilgrims and their families. This was more than logistics. It was about justice. It was about dignity. It was about saying to those who have been excluded for so long, that you belong here. That the sacred is yours too. We listened to their voices. We read their feedback. And we saw what is possible when access is taken seriously.

This is what matters most to us. That our work is not only useful, but beautiful. That it is not only scalable, but sincere. We are a small team. But we are guided by something far greater than ourselves. By the belief that every Muslim deserves support. That no one should feel alone on the journey to Allah. And that if we can make even one person feel seen, heard, or helped, then it has been worth it.

As we move into 2025, our goal is not to grow for growth's sake. It is to deepen. To do better. To honour the trust people place in us. And to keep returning to the reason we began. To serve with excellence. And to do it quietly, faithfully, and with love.

Thank you to our donors, our supporters, and our team. May every effort be accepted, and may the journey continue with barakah.

Zain Miah
CEO

About Pilgrim

The Trustees of Pilgrim are pleased to present their Annual Report, together with the independently examined financial statements for the year ending 31 December 2024. This report also includes reference and administrative details found on page one, which form an integral part of the statutory submission.

The financial statements have been prepared in accordance with current statutory requirements, the charity's governing documents, and the Statement of Recommended Practice (SORP) for Accounting and Reporting by Charities.

Pilgrim is a registered charity dedicated to advancing the Islamic faith, supporting religious observance, and promoting religious education for the benefit of the public across England and Wales. Our work fosters religious harmony by encouraging understanding, dignity, and respect across faith communities. In addition, we are committed to relieving those in need through our support for spiritual development and pilgrimage, particularly where barriers such as disability, financial hardship, or isolation have previously excluded individuals from participating fully in their faith.

In planning our activities, the Trustees have given due regard to the guidance issued by the Charity Commission on public benefit. We remain committed to ensuring that all our activities provide meaningful benefit to the communities we serve and reflect our core charitable objectives.

As we reflect on 2024, we are pleased to present a comprehensive record of progress and delivery. This year has been one of strategic growth and programme maturity. We have expanded our digital platforms, deepened our community engagement, and broadened the reach of our support for pilgrims.

Key highlights of the year include:

- Significant growth in our Digital Strategy, including over two million website visits and one hundred million social impressions
- The continued development and launch of My Dua List, a unique platform supporting prayer-sharing and spiritual connection
- The full release of the Pilgrim Mobile Application, offering structured tools for pre-travel preparation, in-journey guidance, and post-Umrah reflection
- The creation of the Pilgrim Shop, enabling direct community access to educational tools and spiritual resources

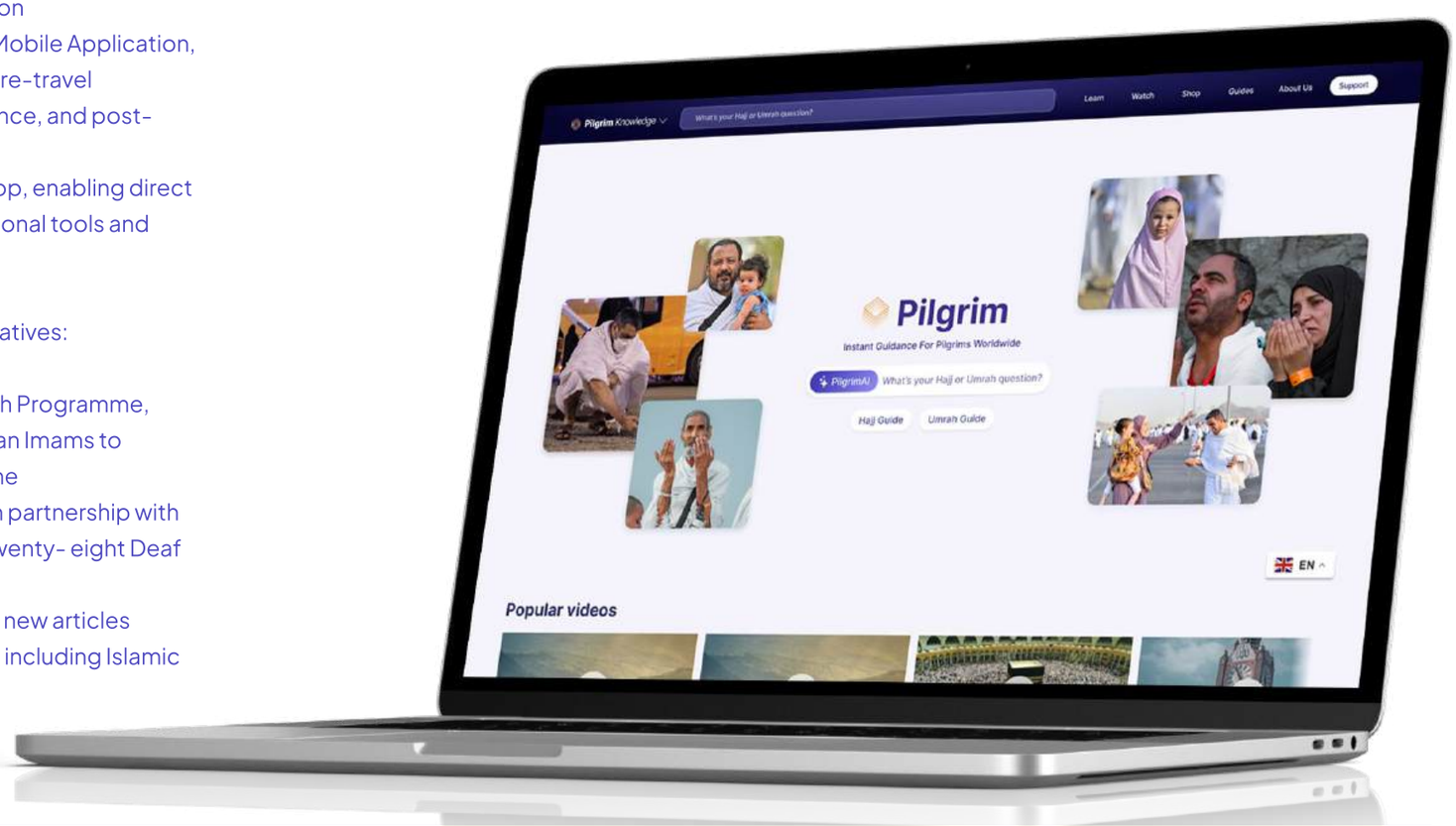
Two major access and equity initiatives:

- The Imam Development Umrah Programme, which enabled eighteen African Imams to perform Umrah for the first time
- The Deaf Accessible Umrah, in partnership with Al Isharah, which supported twenty- eight Deaf pilgrims and their families
- The publication of over eighty new articles across our content platforms, including Islamic Landmarks and My Dua List

Throughout the year, our work has remained guided by care, clarity, and purpose. With every project, our aim has been to remove barriers to faith and to offer support that is both spiritually meaningful and practically useful.

Looking ahead, Pilgrim will focus on strengthening its financial sustainability through values- led income generation. We are now preparing to make our tools and resources available as accessible, low-cost products through the Pilgrim Shop and related platforms. This includes offering premium versions of My Dua List, selling our Umrah Companion Cards, Pilgrim prayer books, reflection journals, and mobile app upgrades. This approach will enable us to continue serving with independence and integrity.

The Trustees remain confident that Pilgrim continues to serve the public good and delivers a unique contribution to the religious, spiritual, and emotional wellbeing of the communities we support.



Digital Strategy and Organic Performance

The year 2024 was defined by steady progress and strategic clarity across Pilgrim's digital operations. Building on the strong foundations laid in previous years, we have continued to expand our reach, improve the quality of engagement across platforms, and strengthen our presence in organic search. These outcomes reflect a consistent, thoughtful approach to content development, technical optimisation, and user experience.

A Balanced and Engaged User Base

Alongside audience growth, we have observed encouraging signs of deeper user engagement. The bounce rate decreased modestly, from 49.91 percent in 2023 to 49.31 percent in 2024, indicating that a higher proportion of users chose to engage with multiple pages during their visits. The number of pages viewed per session rose by 5.53 percent, from 1.08 to 1.14. While there was a slight decrease in average session duration, falling by four seconds from two minutes and twenty-nine seconds to two minutes and twenty-five seconds, this shift likely reflects improvements in page structure, clarity, and load time rather than a decline in user interest.



Expanding the Content Landscape

Pilgrim's content ecosystem grew significantly in 2024, with the publication of 89 new articles. This included 13 new articles on the Pilgrim site, 41 articles for My Dua List, and 35 articles produced for Islamic Landmarks. The breadth of these contributions has allowed us to serve a more diverse audience, covering practical, historical, and devotional themes that support pilgrims at every stage of their journey.

Content was designed to be both practical and reflective, addressing a wide range of frequently searched questions such as "How to perform Umrah for women", "Dua after Adhan", and "Inside Masjid al-Nabawi", amongst others. These additions have helped maintain a rich, engaging, and dynamic platform that continues to meet the evolving informational needs of our global audience.

Strengthening Our Organic Search Presence

Pilgrim's digital presence has grown markedly in 2024, as evidenced by substantial increases across all key performance indicators. Over the course of the year, we recorded 2,440,673 organic page views, reflecting a 27.22 percent increase on the previous year's total of 1,918,490. Likewise, sessions rose by 20.76 percent, from 1,775,644 in 2023 to 2,144,320 in 2024. Most significantly, active users increased by 28.91 percent, growing from 1,357,321 to 1,749,722.

This upward trajectory was also mirrored in first-time users, which rose by 27.37 percent to a total of 1,723,927. These figures demonstrate the continued success of our search engine optimisation strategy in attracting new audiences and increasing visibility for core religious and pilgrimage content.

A Resilient and Diversified Traffic Profile

One of the key strengths of our digital performance in 2024 has been the diversification of page-level traffic. No single page was responsible for more than 4.3 percent of the overall organic traffic, indicating a healthy distribution across the website. Our top-performing page, “Imams of Masjid al-Haram”, accounted for 4.3 percent of total traffic. Other popular pages such as “Farewell Tawaf”, “Rawdah Opening Times”, and “Dua When First Seeing the Kaaba” each contributed between 1.0 and 1.7 percent. Even the lower-ranking pages within the top ten, such as “Benefits of Surah Waqiah”, drew between 0.8 and 0.9 percent.

This spread of interest reflects the breadth and relevance of our content and significantly reduces our reliance on any single page or topic. It provides long-term resilience against algorithm changes and fluctuations in search behaviour.

Improved Keyword Visibility and Ranking

Keyword performance saw consistent and meaningful improvement throughout the year. In total, Pilgrim’s website ranked for 34,167 organic keywords by the end of 2024, compared to 25,145 in 2023. This represents an overall increase of 35.87 percent, underscoring our continued expansion across relevant search categories.

The number of keywords ranking in the top three search positions rose from 1,088 to 1,323, reflecting a 21.59 percent improvement in high-value visibility. Keywords in positions four to ten grew by 15.71 percent, reaching 3,712 by year-end. A particularly encouraging development was the 37.08 percent growth in keywords ranking between positions eleven to twenty, indicating that more of our content is moving closer to securing first-page visibility.

These gains were achieved through meticulous on-page optimisation, thoughtful content planning, and consistent efforts to improve site authority and technical health.

Maximising Value through Organic Channels

Beyond engagement and reach, the estimated value of Pilgrim’s organic traffic in 2024 ranged between £3,710 and £13,478 per month, based on equivalent costs in digital advertising. This valuation demonstrates the enduring return on investment of our SEO and content work, offering a sustainable, long-term alternative to paid acquisition.

The fluctuations across the year aligned with seasonal peaks and topical interest, but overall, the baseline of consistent, high-quality organic traffic remained strong. This ensures that our digital infrastructure is cost-effective, far-reaching, and capable of growing without undue reliance on paid media.

Looking ahead, we will continue to strengthen Pilgrim’s position as a trusted digital companion for spiritual guidance. Our priorities include enhancing personalisation through the use of data insights, expanding our content formats to include video and audio resources, and improving site accessibility and language coverage for underserved regions.

We will also explore new tools to improve user experience further, while continuing to optimise for both desktop and mobile devices. Investment in performance analytics will help refine our content and campaign decisions in real time, ensuring that we remain responsive to our audience’s needs.

We are grateful for the commitment and creativity of our digital and content teams. Their work in 2024 has not only driven measurable outcomes but also deepened Pilgrim’s role as a reliable, welcoming presence for Muslims around the world seeking clarity, knowledge, and spiritual nourishment.

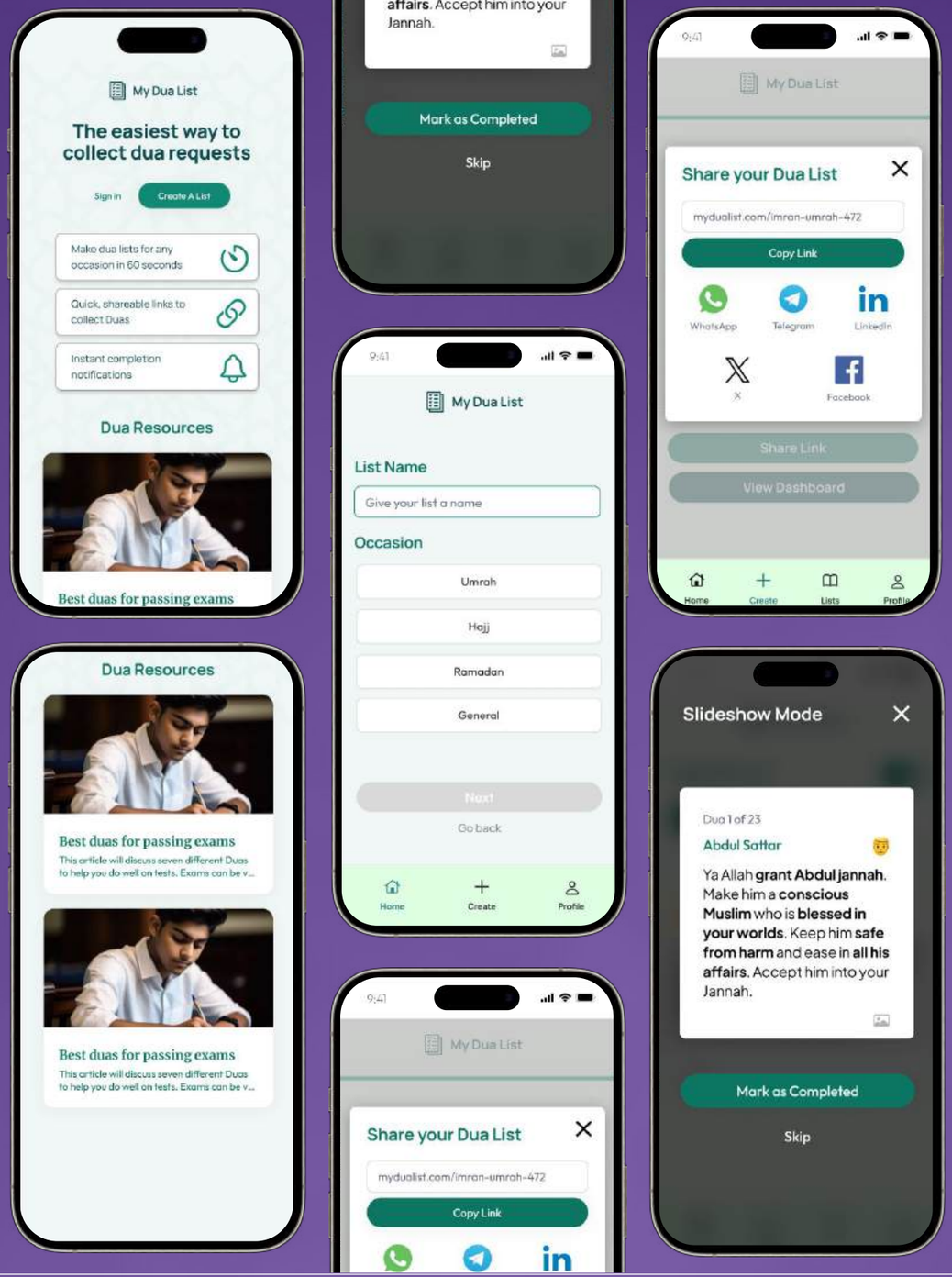
Technology and Product Development

Pilgrim's mission to serve the global Muslim community is increasingly supported by a robust ecosystem of digital tools. In 2024, our focus extended beyond audience reach to meaningful platform innovation. Each product developed this year was driven by the question: how can technology be used to support a richer, more informed and spiritually anchored experience for pilgrims and seekers?

Our technology and development roadmap delivered several landmark projects in 2024, including the launch of My Dua List, the full deployment of the Pilgrim Mobile Application, the initial rollout of the Pilgrim Shop, and internal tools such as Pilgrim Ads Central and the Pilgrim Analytics Dashboard. These efforts reflect not only the commitment of our product teams but also a deliberate, values-driven approach to digital development.

My Dua List: A Living Platform for Spiritual Support

The My Dua List platform is one of Pilgrim's most successful product launches to date. First introduced in January 2024, the tool has undergone four major iterations by year-end. It was created to give users a dedicated, secure and deeply personal space to record, organise, and share their prayers with friends, family, and the broader community.



As feedback was gathered, the platform evolved significantly. Later updates introduced:

- **A Ramadan Category:** With unique visual styling and seasonal relevance, this section allowed users to create Ramadan-specific lists, enhancing engagement during the holy month.
- **WhatsApp Integration:** Using Twilio, users could verify their contact details and receive one-time passwords, making sharing and tracking more secure and immediate.
- **Slideshow Mode:** This popular feature allowed users to focus on one dua at a time, moving through them with a sense of progress and purpose. It included features to mark duas as complete, skip, or track one's pace through a visual indicator.
- **Payment Integration:** Recognising the growing use of the platform, a flexible upgrade model was introduced using Stripe. This allowed users to expand their dua list capacity through a small, one-time contribution, enabling a self-sustaining product.
- **Creator Mode:** A notable final addition in Version 3.2, this feature allowed list creators to add their image to completion emails and include links to donation campaigns, personalising the interaction while supporting charitable initiatives.

Each addition has deepened the emotional and spiritual value of the platform. What began as a personal tracking tool has become a shared expression of prayer, hope and remembrance, empowering users to connect and support each other during sacred moments.

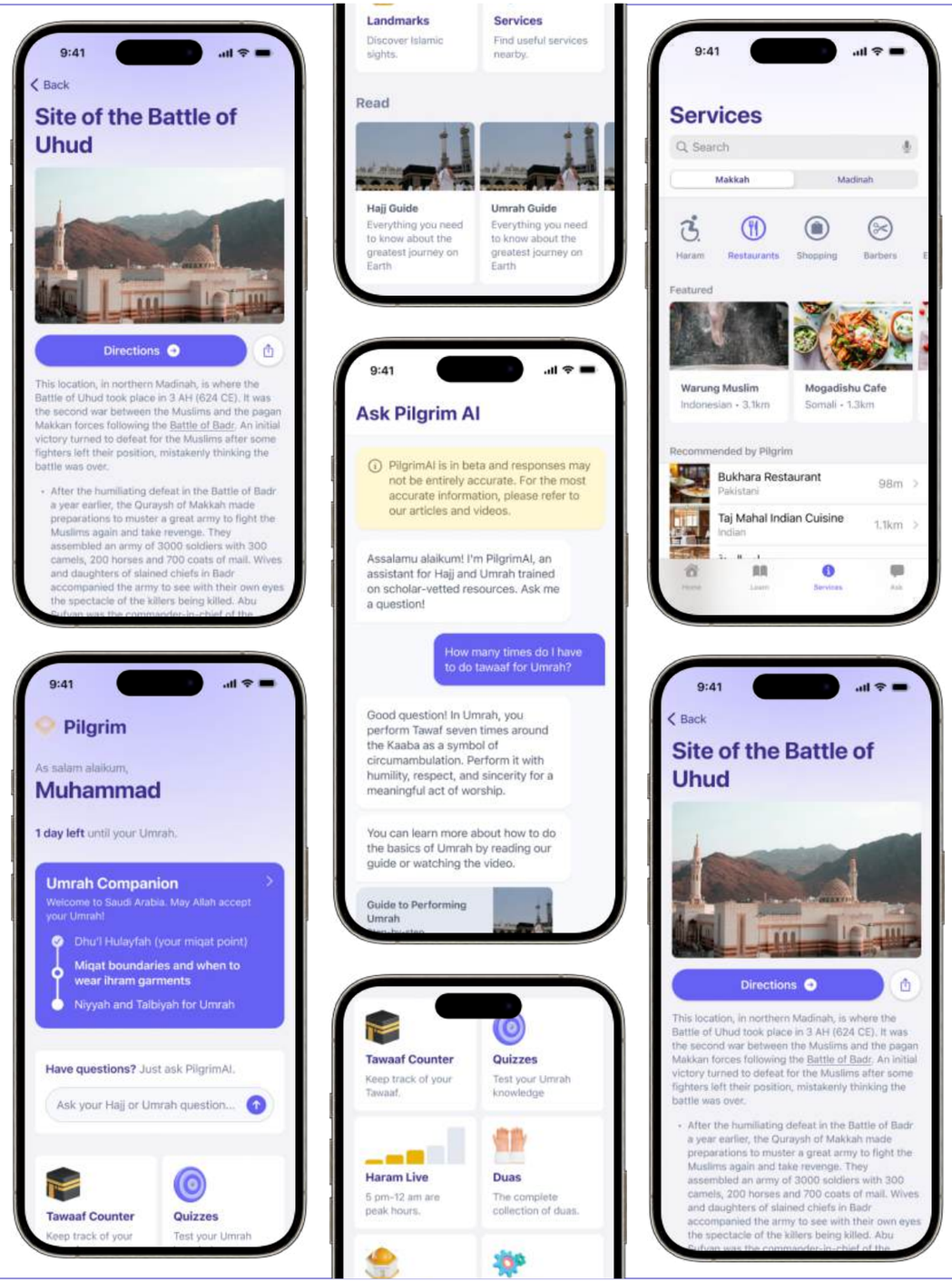
Pilgrim Mobile Application: A Companion for the Sacred Journey

The launch of the Pilgrim Mobile Application represents one of our most ambitious achievements. Developed across four phases between March 2024 and January 2025, the app offers pilgrims a unified, user-friendly experience covering every aspect of the Hajj and Umrah journey.

It was designed from the ground up to respond to the needs of pilgrims in real time, combining spiritual content, logistical guidance, and interactive features in a single platform.

From a development perspective, the app was built in modular phases. Phase one included onboarding, registration and key rituals. Phase two expanded functionality with AI, live broadcasts and educational tools. Phase three brought in additional content-based modules, and phase four focused on testing, security audits and experience refinement.

The result is a tool that blends reverence with convenience, designed not only to inform but to support the emotional and spiritual dimensions of pilgrimage.



Key components of the app include:

- **Ask Module:** Powered by OpenAI's language tools, this intelligent assistant answers real-time questions, ranging from ritual guidance to logistical support.
- **Learn and Quiz Modules:** A comprehensive bank of articles, blog entries and quizzes provides users with contextual knowledge before and during their travels, fostering confidence and spiritual literacy.
- **Tawaf Counter:** An elegant utility to help pilgrims keep accurate track of their circuits around the Kaaba, a practical tool during one of the most important rituals.
- **Landmarks and Services Modules:** These offer maps and detailed descriptions of sacred locations, services, and facilities—ensuring users remain informed, comfortable and spiritually connected at all times.
- **Haram Live Access:** With live broadcasts from the Haram in Makkah, pilgrims and remote viewers alike can remain spiritually connected wherever they are.
- **Saved Content and Personalised Dashboard:** Users can save prayers, articles, and landmark pages for offline access. The dashboard tailors the experience based on location, language, and stage of the journey.

Pilgrim Shop: Enriching the Journey Through Curated Offerings

To complement the growth of our content and audience, 2024 also saw the creation of the Pilgrim Shop an e-commerce section integrated directly into the Pilgrim website. The shop allows us to offer carefully curated merchandise, resources and digital downloads in a way that is simple, secure, and aligned with our mission.

The initial release included:

- A selection of digital and physical products, such as pilgrimage guides, printable duas and reflection journals.
- Secure checkout with Stripe and PayPal, providing broad accessibility for users worldwide.
- Real-time stock and order management,
- with flexible shipping and automated tax calculation.
- Promotional tools, including coupon support and donation-bundled purchases.

While still in its early stages, the shop reflects Pilgrim's wider aim to create a sustainable, self-supporting model that reinvests directly into user services and content development.



Pilgrim Ads Central and Analytics Dashboard

Supporting our broader ecosystem are two internal tools that now form the backbone of our digital operations.

- **Pilgrim Ads Central:** This platform allows the team to schedule, place, and monitor advertising across all Pilgrim-owned websites. It ensures campaigns are contextually relevant, timely, and aligned with the spiritual tone of each space.
- **Pilgrim Analytics Dashboard:** This central tool integrates data from all platforms, offering real-time insight into user behaviour, campaign performance, and platform health. It empowers the team to make evidence-based decisions, track product impact, and improve user experience over time.

Our 2024 development cycle delivered a coherent, responsive digital suite, with each tool designed to support the emotional, spiritual, and practical dimensions of our users' journeys.

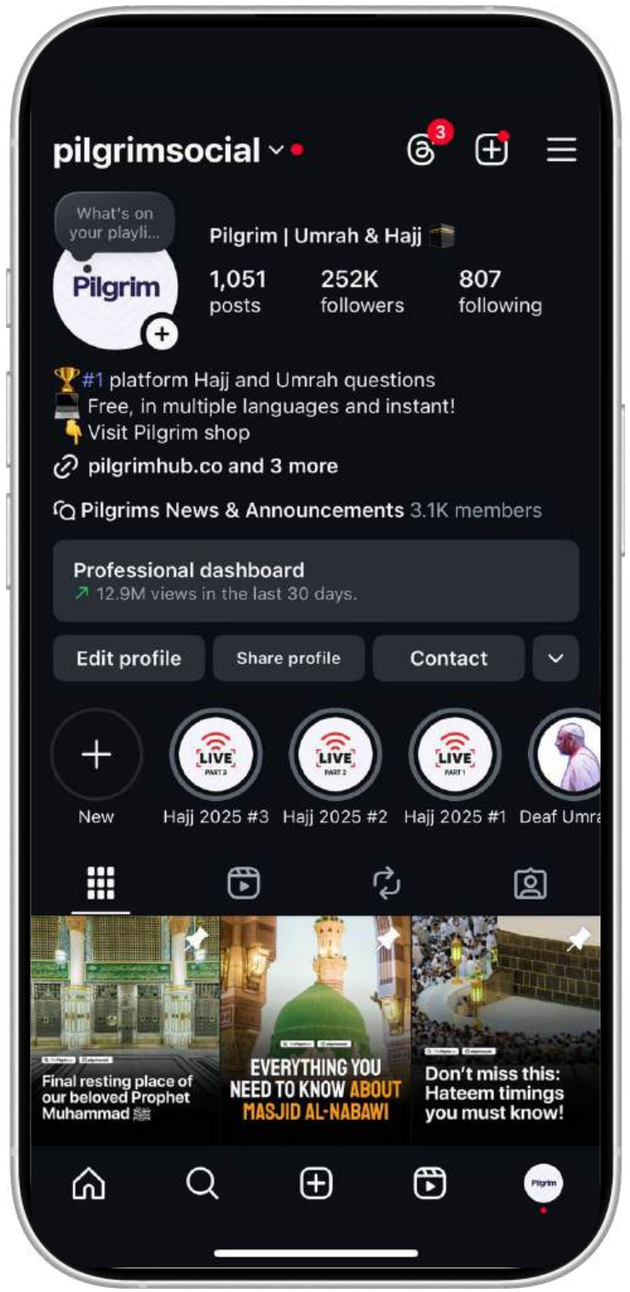
As we move into 2025, we remain committed to refining these products through user feedback and ongoing research. Plans include expanding My Dua List's community features, enhancing accessibility within the Pilgrim App, and further integrating performance analytics across platforms.

We are grateful to our teams and partners whose care and craftsmanship have brought these tools to life. Their efforts continue to shape Pilgrim as a space of trust, guidance and community for Muslims around the world.

Social Media and Community Engagement

In 2024, Pilgrim's presence on social media transformed from a growing digital platform into a dynamic space for service, learning, and spiritual support. What began as a vision to educate and accompany Muslims through their journeys of faith has become a living, responsive community. Every piece of content was created with intention. Every comment and message was seen and answered. And every interaction helped shape the path forward.

Our Instagram channel in particular has grown into one of our most important touch points with the wider community. Throughout the year, it became clear that this was not only a place where people came to follow updates. It was a place where they returned to feel more prepared, more informed, and more spiritually anchored.



A Year of Significant Growth

At the beginning of the year, Pilgrim's Instagram account stood at 39,000 followers. By the end of December 2024, that number had reached 176,000. As of this report's completion, we have now passed 192,000 followers. This represents a more than fourfold increase within a twelve-month period.

This growth did not happen as a result of one viral moment or a single successful campaign. It was the result of a sustained, deliberate approach to content and engagement. We invested in consistency, clarity, and tone. We paid close attention to the needs of our audience. And we continually refined what we shared based on the feedback, responses, and behaviour we observed each week.

Alongside this remarkable growth in followers, our overall visibility also increased at an extraordinary rate. We ended the year with more than 104 million impressions, compared with 10.6 million in the previous twelve-month period. That is an increase of 845 percent. In terms of reach — meaning the number of individual accounts who saw our content — we rose from 2.63 million to 91.5 million, an 815 percent increase.

While these figures are encouraging, they also serve as indicators of something deeper: that people are not only seeing our work, but that it is resonating with them. These are not just viewers. They are people who are choosing to follow, read, save, and return.

Engagement That Reflects Trust

Our aim has never been to create content for the sake of visibility. Our intention has always been to serve. We want to help. We want to offer clarity when things feel overwhelming. And we want to support the emotional and spiritual journey that so many Muslims experience in preparing for pilgrimage or deepening their religious practice.
That is why we look closely at how our audience engages with our content. Over the course of 2024, we published a total of 459 posts. This included:

- Four carousel posts per week, used to explain complex subjects in simple, digestible steps
- Two image-based posts each week, sharing key reflections, reminders, or sacred sites
- Four reels per week, offering accessible visual guidance, storytelling, or practical updates

This posting rhythm gave structure to our content plan while allowing enough space for flexibility. We regularly paused scheduled posts to respond to breaking news, updates from the Haramain, or user feedback requesting clarification on specific topics.

From this body of work, we saw a high level of engagement that continued to grow throughout the year:

- Our posts received a total of 9,768,378 likes
- We received 90,932 comments, many of which sparked conversations or led to further clarification in direct messages
- Content was shared more than 240,000 times, showing its value within personal and family networks
- Over 900,000 saves indicated that our content was not only helpful, but something people wanted to return to later
- There were 134,266 click-throughs to our website from Instagram, showing a clear link between content discovery and further exploration of Pilgrim's offerings

The tone of our content was always measured and sincere. We avoided spectacle or overproduction. Instead, we focused on clarity, warmth, and value — offering the kind of content that feels like guidance, not promotion.

Building a Community That Feels Seen

We do not see social media as a content channel. We see it as a conversation. Throughout 2024, we remained actively present in our direct messages and comments. We answered questions about timings, answered concerns about Ihram, and pointed users to more detailed content when they needed it. We received voice notes, long messages, and even pictures of pilgrims making dua at the Kaaba, thanking us for helping them prepare.

In the quiet hours after Fajr, in the evenings before travel, and in the days before Hajj, our inboxes would fill with the kinds of questions that people often feel too embarrassed to ask elsewhere. That is the role we have tried to play: a trusted companion that remains calm, honest, and helpful, no matter how many people are watching.

We are not trying to create noise. We are trying to create calm. We are trying to create clarity. And we are trying to create trust.

As we move into 2025, we know that our audience will continue to grow. But our focus will not be on growth for its own sake. It will be on deepening the value of every post, every answer, and every interaction.

We plan to expand our use of visual storytelling, feature more voices from pilgrims themselves, and experiment with new formats such as guided reflections, spiritual journaling prompts, and short interviews. We will also improve accessibility by captioning every video, offering more translations, and making it easier for people with varying levels of digital literacy to engage with our content.

Social media has become a central part of how we serve our community. But it is not about the technology. It is about the tone, the intention, and the commitment to doing it well.

We are honoured by the trust placed in us. We thank every person who followed, liked, shared, or simply paused to read. We look forward to continuing the journey together, one meaningful post at a time.

What Content Made a Difference

Some of our most impactful content in 2024 reflected key moments in the Islamic calendar or responded directly to common user concerns.

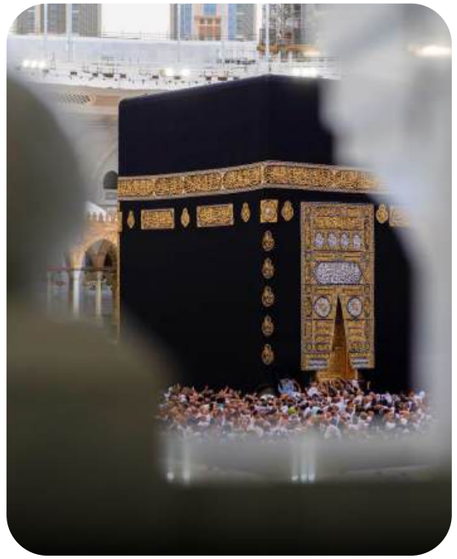
The highest performing post of the year was published ahead of Rajab. Titled “Rajab is here, what you must know about this sacred month”, it was a calm, educational carousel that explained the historical and spiritual significance of the month, as well as practical ways to prepare. It reached over 1.6 million users, received more than 60,000 likes, and was saved by thousands of people as a reference throughout the month.

Another highly successful post was a single image post that reached 931,000 people, received 184,000 likes, and helped us gain more than 1,000 new followers in a single day. It was clear, visual, and beautifully aligned with our brand. A third post, titled “Do not miss this: Hateem timings you must know”, reached 546,000 users, generated 24,815 likes, and brought in 2,422 new followers.

These were not isolated successes. They reflected a broader pattern — our audience valued content that offered practical help, explained rituals, or made often overlooked moments easier to understand.

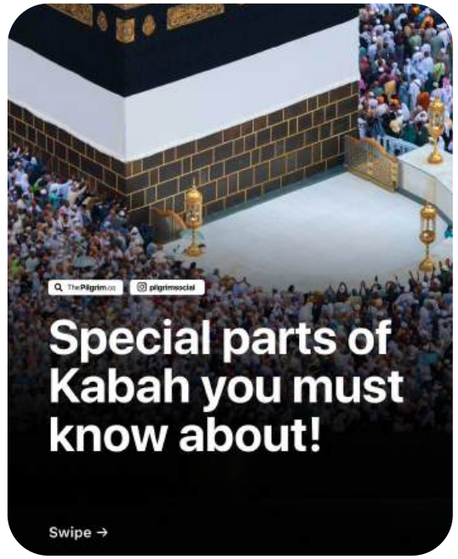
Reels played a major role in deepening reach. In total, ten reels surpassed one million views in 2024. Our most viewed reel reached 40 million people, gaining 8,777 new followers from that post alone. That reel, like many of our top videos, was designed not to go viral, but to help people. It showed the correct method of entering the Masjid, narrated with a voice that was steady and respectful. The comments were filled with gratitude from users who had never known the etiquette before, but felt more confident for having seen it.













Strategic Outlook for 2025

As we enter 2025, our focus is on building long-term financial self-sufficiency while continuing to serve with sincerity and care. We recognise that in order to sustain and expand the work we do, Pilgrim must begin to generate its own income through meaningful, values- aligned products.

This year, we will begin offering our tools and resources not just as services, but as products available for purchase. These include:

- Paid upgrades to the My Dua List platform, allowing creators to access expanded features, support campaigns, and personalise their content
- Pilgrim Umrah Companion Cards, designed to support pilgrims with clear, tactile, travel-ready guides for every stage of the journey
- Pilgrim-branded prayer books, reflection journals, and spiritual planning tools
- In-app purchases and digital support offerings
- for the Pilgrim Mobile Application
- Print and digital materials via the Pilgrim Shop, including downloadable resources, curated packs, and physical goods that reinforce our core mission

The goal is not to commercialise worship. It is to offer spiritually meaningful products that provide value to users, while creating a sustainable model for our work. All proceeds will be reinvested directly into Pilgrim's education, development, and impact programmes.

We are also exploring licensing opportunities, local partnerships, and regional delivery strategies that can help bring Pilgrim's offerings into mosques, schools, and community centres across the country.

This next phase will be one of both courage and care. We will move deliberately, guided not by what is popular but by what is right. We remain committed to ensuring that everything we create honours the trust of the people we serve.

Our prayer is that 2025 becomes the year that Pilgrim not only reaches more people, but strengthens its ability to serve them for generations to come through sustained income.



Pilgrim and the Imam Development Program: The Umrah Journey of 2024

In February 2024, Pilgrim partnered with the Imam Development Program to send eighteen Imams from across Southern and Eastern Africa on the sacred journey of Umrah. These men, who serve tirelessly in Zambia, Tanzania, Malawi, Lesotho, and South Africa, came from humble communities and had committed their lives to the religious education, spiritual guidance, and pastoral care of their people. Despite decades of service, not one of them had ever seen Makkah or Madinah. Many had never left their home countries. Some had never boarded a plane.

For each Imam, this was a journey longed for and often quietly prayed for in the solitude of the night. Until this year, it had seemed unattainable. Through the generosity of donors and the efforts of both Pilgrim and the Imam Development Program, those quiet prayers were answered.

Over eleven sacred days, the group experienced a profound spiritual, emotional, and educational transformation. They stood before the Kaaba for the first time in their lives. They prayed where the Prophet Muhammad, peace and blessings be upon him, once prayed. They wept in the Rawdah, they walked through the streets of Madinah, and they listened to teachers who helped connect ritual with legacy, worship with wisdom, and intention with impact.

This was not a holiday. It was a turning point. It was not just a trip for the few. It was a journey that would go on to benefit thousands more.

A Spiritual Experience That Cannot Be Described in Words Alone

The moments the Imams shared in their reflections are not easily summarised. Their words speak with a sincerity that cannot be fabricated, and with a humility that touches the heart of every reader.

One Imam, reflecting on his very first Salah in Madinah, said that he cried from the opening takbir until the final salam. When the prayer finished, he lay down on the floor for a long time, wiping his face and wondering if he was really there.

Another described giving salam to the Prophet, peace and blessings be upon him, and realising that he was just one among thousands of people who had come to do the same. In that moment, he remembered his upbringing in a household where Islam was not practised, and he broke down in tears. He had spent years wondering if he would ever be able to call himself a guest of Allah. Yet there he stood, not dreaming, but present.

Another Imam from Zambia described the moment he prayed in the Rawdah. He called it his personal Jannah. He asked Allah not to send him to the Fire after letting him taste the sweetness of standing in that space. He was shown the Pillar of Repentance and told he could sit there for as long as he liked. He was overcome with a sense of being honoured in a way he had never experienced before.

For many of them, the first sight of the Kaaba was the most emotionally overwhelming moment of their lives. One Imam said that as soon as he saw it, all words left him. He had been told to make dua as soon as he saw the House of Allah, but all he could do was cry. Another said that when he first saw the Kaaba, he felt like the entire world disappeared and that only the presence of Allah remained. It was the first time in his life that he felt completely outside of this world.

Many of the men described themselves as ordinary, unknown, and even unworthy. But through this experience, they said, they felt seen by Allah. They felt honoured, held, and forgiven. Their sense of identity shifted. They no longer saw themselves as simply teachers or village Imams. They returned with the feeling of being carriers of something sacred, something their communities could now also reach towards.

More Than a Visit: A Rebirth of Purpose

What made this programme unique was not only the journey itself, but the clarity of purpose behind it. These Imams were not only pilgrims. They were leaders. They returned home with the weight and responsibility of passing on what they had seen, felt, and learned.

Some Imams had never taught the rulings of Umrah or Hajj in depth because they had never experienced it themselves. They admitted to skipping topics in their sermons or brushing over aspects they could not relate to. Now, with their eyes having witnessed the Kaaba and their feet having walked the mataf, they felt a new authority and authenticity. They spoke with conviction. They taught with tenderness. And their communities listened more closely than ever before.

One Imam shared that, within days of his return, more than twenty members of his congregation visited his home, simply to sit with him, ask for barakah, and make dua together. Another was met with tears from his family when he told them the journey had been confirmed. They had prayed alongside him for years and were overwhelmed with joy to know that he had been chosen.

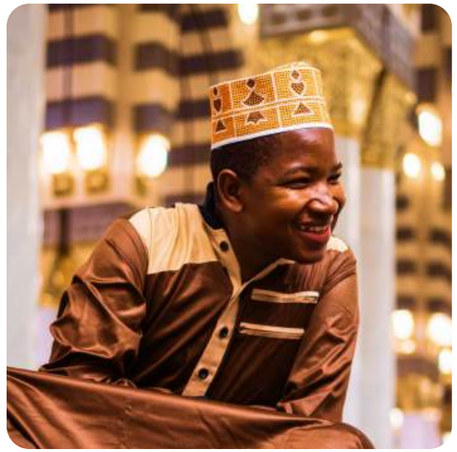
In khutbahs across towns and villages, in madrassahs and schools, in the informal circles after prayer, the experience of Umrah began to ripple outward. Community members who had once thought of pilgrimage as something for the wealthy or distant began to dream again. They said, if our Imam can go, maybe so can we.

An Educational Model That Endures

Following the journey, the Imam Development Program introduced a structured curriculum to ensure the knowledge gained would be taught widely and retained deeply. In the weeks leading up to Dhul Hijjah, Imams began delivering focused classes on the Hajj of the Prophet Muhammad, peace be upon him, supported by materials from the AlKauthar Legacy curriculum.

They then hosted simulated Hajj exercises for their students, with visual guides, physical movement through the rituals, and reflections that brought the lessons to life. The students were tested, given certificates, and photographed to mark their learning and share it with the wider community.

These initiatives created lasting memory and motivation among learners. It also offered the Imams a path to reward that continues long after the trip. Every time one of their students teaches someone else, the circle continues.









Changing the Role of the Imam in the Eyes of the People

In many of these communities, the Imam holds a central but often underappreciated role. He is a teacher, a leader, a guide, and sometimes the only person in the village with a formal religious education. For these men to be seen performing Umrah, praying in Masjid al Haram, and walking in the footsteps of the Prophet, transformed the way they were perceived by their people.

One Imam said that, since his return, people speak to him with more respect. He did not seek it, but he knows why it happened. They see the light in his eyes. They sense that he has touched something sacred. And so they trust him more, listen to him more, and follow his guidance more closely.

Another Imam said he used to feel isolated, sometimes unsure if his words were making a difference. After returning from Umrah, he said he feels like his words carry weight. They are not just repeated teachings. They are shared experiences.

This change matters. It strengthens the position of the Imam and, in doing so, strengthens the community around him.

What This Programme Represents

This initiative is not just about taking Imams to Umrah. It is about dignifying those who serve. It is about giving back to those who give constantly, often without recognition. It is about ensuring that the people who teach our faith, who lead our prayers, and who carry the burdens of their communities, are supported and inspired.

When an Imam returns from Umrah, he does not return alone. He brings with him the spirit of Makkah. He brings with him the fragrance of Madinah. He brings with him stories that will be told to children, reminders that will be shared in khutbahs, and teachings that will be passed down for generations.

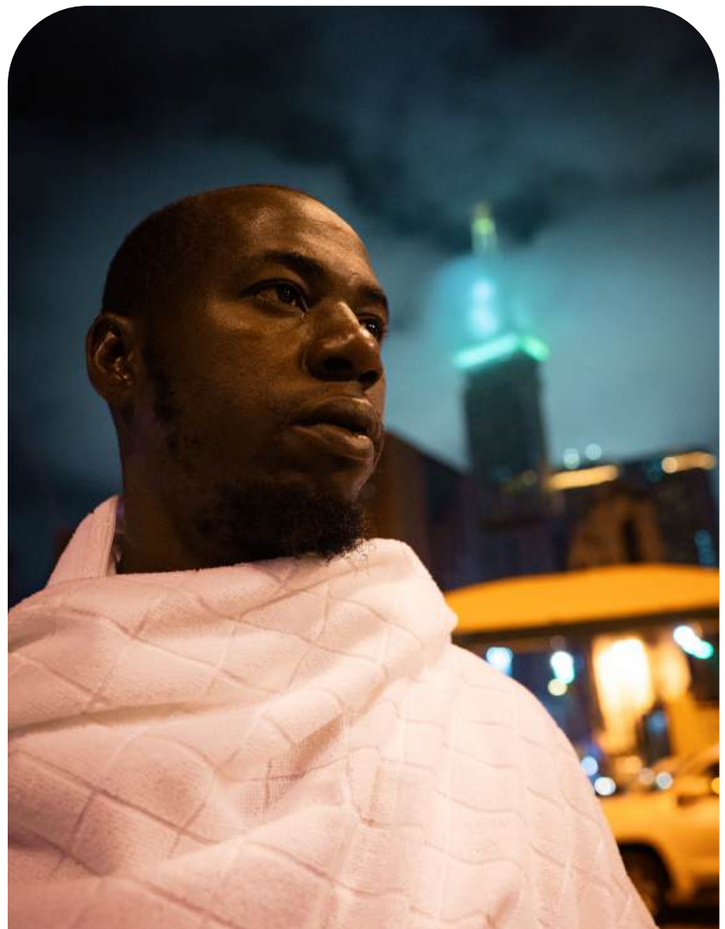
One Imam said it most simply and beautifully: **“You have not just sent me to Umrah. You have sent the light of Umrah to my people. And now, it lives among us.”**

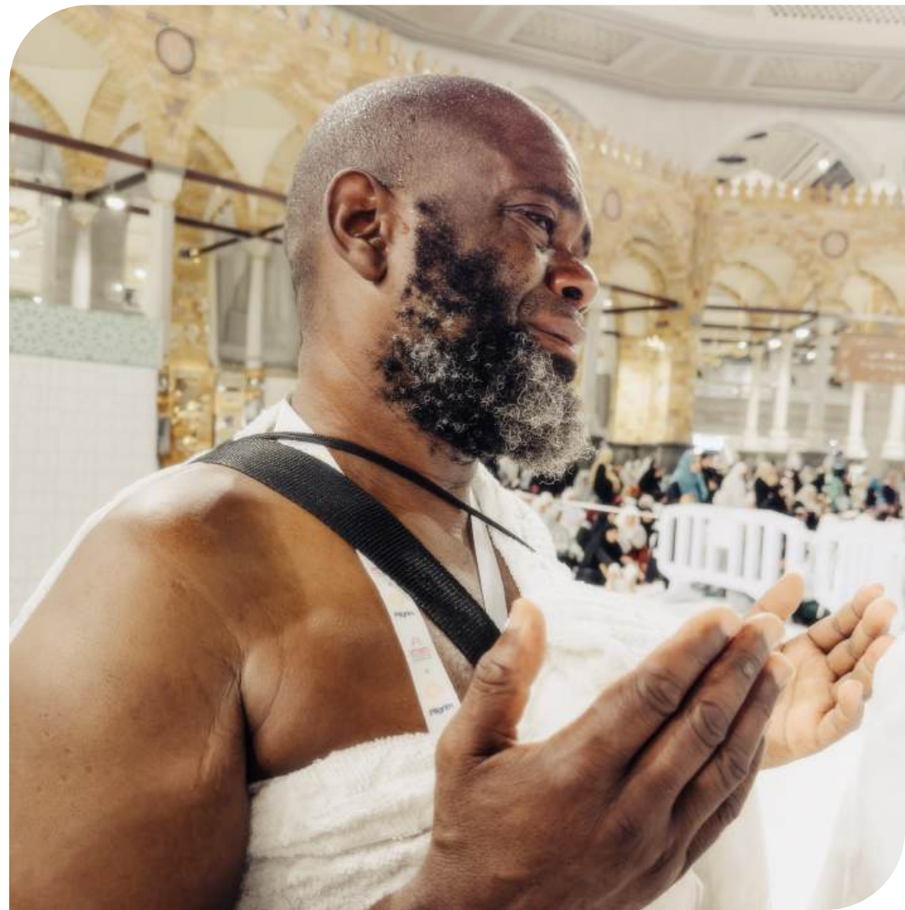












Pilgrim and Al Isharah: Deaf Umrah 2024

For the second year in a row, Pilgrim was honoured to partner with Al Isharah to facilitate a Deaf accessible Umrah for members of the Deaf Muslim community. This was not simply a trip. It was a moment of spiritual justice. It was a response to the quiet prayers of those who had long felt forgotten. It was the lifting of barriers that too often make sacred journeys inaccessible for those who cannot hear.

Together, Pilgrim and Al Isharah delivered a ten-day Umrah experience tailored entirely to the needs of Deaf and Deaf Blind pilgrims. Every step of the way was supported with British Sign Language, personalised care, and clear spiritual guidance. This programme was created with one intention — to make the house of Allah open and welcoming to all.

This year, the group included forty-six participants. Among them were twenty-eight Deaf pilgrims, eight staff members including Deaf staff, a dedicated interpreter team, a tour guide, and family members or carers. Every person was respected. Every need was recognised. And every moment was designed for meaning.





The Partnership That Made It Possible

This collaboration was not symbolic. It was operational, sincere, and executed with detail and care. Al Isharah managed the entire travel experience — from flights and accommodation to spiritual guidance and BSL translation. Four structured pre-Umrah training seminars were held to help Deaf participants understand the rituals, the terminology, and the process in a way that was clear and visual.

During the trip itself, BSL interpretation was provided for every ritual, every tour, and every activity. Support workers accompanied each group to ensure that no one was left behind oroverwhelmed. The programme was carefully developed to honour Deaf culture and communication needs while maintaining the full spiritual integrity of Umrah.

Pilgrim provided the funding that made this journey possible. This included subsidies for twenty-nine pilgrims and full hardship funding for three individuals who otherwise would never have been able to attend. This is part of Pilgrim's ongoing commitment to accessibility, equity, and honouring those who often remain unseen.

The Impact in Numbers

- Forty-six pilgrims participated in total
- Twenty-eight were Deaf participants, including some who are Deaf Blind
- More than fifty Umrahs were completed during the trip
- Over two hundred circuits of tawaf were performed collectively
- Two ziyarah tours and two shopping experiences were interpreted in BSL
- Two Jumu'ah khutbahs were translated live in both Makkah and Madinah
- Over two hundred and eighty public supplications were carried and honoured
- More than thirty participants received individual financial aid
- Eight staff members were assigned to support day-to-day needs
- Feedback was collected from thirty-five participants, all of whom said they would return

These numbers reflect more than planning. They reflect lives transformed and hearts touched.

The Stories Behind the Journey

Among the most powerful aspects of this programme were the lives it impacted most deeply. Pilgrim's hardship fund fully sponsored three individuals whose stories carry enormous emotional weight.

Mehwish Bhoja



Mehwish Bhoja, born profoundly Deaf, has faced isolation for much of her life. She endured a painful divorce, mental health struggles, and long periods without emotional or financial support. Yet through all of this, she continued to seek knowledge and dreamed of one day seeing the house of Allah. Her Umrah became the turning point she had long prayed for. After performing the pilgrimage, she said, **"My best experience was visiting the mosque, praying alone and making dua to Allah. That formed a deep connection for me."**

Aisha Saddington



Aisha Saddington is a Deaf revert to Islam. She is the only Deaf Muslim in her family and has navigated her faith journey without a community to guide her. Despite personal hardship and separation, Aisha dedicates her time to helping other Deaf Muslims access Islam. Her reflections were filled with gratitude. **"I am so grateful that Pilgrim is providing this service for Deaf individuals. I truly appreciate the teams efforts in making everything accessible."**

Chanda Munir



Chanda Munir, a Deaf woman in her fifties, has long carried the weight of discrimination, both for her Deafness and for her appearance. She is a passionate advocate for inclusion, though often excluded herself. Her health challenges have made travel especially difficult. But through the support of this programme, she was able to perform Umrah with her son. **"This Umrah was the best experience of my life. I had the opportunity to perform it with my son. I could not have asked for more."**

These are not exceptions. They are examples of what can happen when accessibility is taken seriously. When leadership listens. When donors believe. And when support is offered without judgement or conditions.



Reflections from the Community

Participants described their Umrah as life-changing. In feedback collected from thirty-five out of thirty-seven pilgrims:

This year, we will begin offering our tools and resources not just as services, but as products available for purchase. These include:

- One hundred percent felt spiritually uplifted
- One hundred percent said they now felt more prepared for Hajj
- One hundred percent said they would recommend the programme
- One hundred percent said BSL interpretation made a profound difference
- More than ninety percent rated travel and accommodation as excellent
- All who received a financial subsidy said it was essential to their participation

They spoke of understanding the rituals for the first time. Of crying as they completed tawaf. Of finally being able to ask questions and receive answers in their own language. Of the joy of being treated with care and dignity throughout the journey.

For many, this trip was their first time feeling truly seen as Deaf Muslims.

This project is not a gesture. It is a commitment. Pilgrim believes that spiritual accessibility is not an optional extra. It is a right. Every Muslim, regardless of hearing ability, should be able to understand and participate in the sacred moments of our faith.

We are deeply grateful to our partners at Al Isharah, who approached this work with professionalism and compassion. We are thankful to every staff member and interpreter who offered their time and energy to support the group. Most of all, we are thankful to our donors, without whom this programme would not be possible.

Our hope is that this becomes the model for many more initiatives to come. Deaf Muslims deserve to be included, not only in the rituals, but in the stories we tell about what Islam looks like in our time. They are not waiting for permission. They are ready. And Pilgrim will be there to walk beside them.

May Allah accept their worship and write their names among His guests.

Financial Review

For the year ending 31 December 2024, Pilgrim recorded a total income of £57,979.

In 2024, income came primarily from donations, Gift Aid recovery, and early-stage product sales as Pilgrim began its shift toward self-sufficiency.

Income Breakdown

- **Donations and Gift Aid:** General online donations amounted to £12,361, with an additional £18,004 recovered through Gift Aid. Together, these contributed £30,365 to total income.

- **Charitable Activities:** The Referral Challenge generated £14,759 in 2024.
- **Product and Resource Sales:** Early-stage income from products included £175 from A Pilgrim Prayer (Dua Book) and £1,097 in administrative fees, marking the beginning of our shift toward earned revenue.
- **Other Income:** Additional funds were received through donations for the Umrah Fund (£8,471) and Pilgrim Knowledge (£14).

Expenditure and Financial Stewardship

Total expenditure for the year was £73,286, compared to £596,958 in 2023. This significant reduction is a result of streamlining operational costs while maintaining high programme delivery standards. The Trustees and senior management team exercised careful oversight to ensure efficient use of funds during this period of strategic transition.

Reserves Policy

As of 31 December 2024, Pilgrim held total reserves of £373,053. These are split between:

- **Restricted Funds:** £5,239, designated for specific programmes or donor-restricted use
- **Unrestricted Funds:** £367,814, allowing flexibility to manage operational costs and respond to emerging priorities

The Trustees review the reserves policy annually, ensuring that the organisation maintains a prudent level of funds to manage income fluctuations, support key development work, and invest in long-term sustainability.

Funding and Self-Sufficiency Strategy

Looking ahead, Pilgrim is actively pursuing a self-sustaining funding model rooted in meaningful product offerings. Beginning in 2025, the organisation will increase income generation through:

- Paid features and upgrades on the My Dua List platform
- Sales of the Pilgrim Umrah Companion Cards, prayer books, and journals
- Revenue from the Pilgrim Shop, both digital and physical items
- In-app purchases through the Pilgrim Mobile Application

All income from product sales will be reinvested directly into Pilgrim's charitable operations. This shift reflects a long-term vision for sustainable growth, reducing dependence on one-off donations and allowing us to scale our services with stability and confidence.

In addition to product sales, we will strategically invest in assets and stocks to diversify our income sources. This approach will provide a steady and reliable stream of revenue, ensuring that we can meet operational costs and continue to deliver a high standard of service to our audience. Through careful selection and management of these investments, we aim to achieve long-term financial stability while remaining aligned with our mission and values.

By combining these efforts, we hope to create a balanced funding strategy that not only covers the costs of running and improving our platforms but also enables us to explore new initiatives and innovations. This sustainable approach reflects our commitment to both financial responsibility and the continued growth of our offerings.

Structure, Governance, and Management

Pilgrim Support is registered as a Charitable Incorporated Organisation (CIO) in the United Kingdom. The charity was officially established on 17 March 2020 and has since remained dedicated to its mission of providing spiritual, educational, and emotional support to Muslim pilgrims.

The Board of Trustees serves on a voluntary basis and does not receive any personal financial benefit from the charity. Any reasonable expenses incurred during the course of their duties are reported transparently in the financial statements. The Trustees meet regularly to review Pilgrim's strategic direction, assess its ongoing impact, and ensure that its activities continue to align with its charitable objectives.

Trustees are appointed for an initial three-year term and may be reappointed for an additional term. They are committed to fulfilling their duties to the highest standard and participate in regular training, including continued professional development and engagement with sector-specific best practice guidance, ensuring the charity's governance remains robust and compliant.

In 2024, Pilgrim undertook several organisational improvements to support its expanding programme of work. The CEO now leads across multiple domains, including programme delivery for Pilgrim Knowledge, Umrah Fund, design management, communications, and internal user experience.

Our Finance Director oversees financial controls, payroll, donor engagement, legacy development, and operational systems.

Pilgrim has retained a team of specialist contractors on a minimum six-month basis to support key functions such as content development, product design, SEO, marketing, and platform engineering. This team-based model enables us to deliver high-quality work while remaining lean, strategic, and impact-focused.

Risk Management Statement

The Trustees regularly review the key risks facing the organisation. This includes assessing financial, operational, reputational, and compliance-related risks that could impact Pilgrim's ability to deliver its charitable objectives.

In 2024, particular attention was given to safeguarding digital infrastructure, managing fundraising compliance, and ensuring data security across our platforms. Risks are reviewed at each board meeting, and appropriate mitigation plans are in place. These include the use of secure payment systems, clear governance around restricted funds, and oversight of service providers and contractors. The Trustees are satisfied that reasonable steps have been taken to identify and manage risks appropriately.

Public Benefit Statement

In line with the guidance issued by the Charity Commission on public benefit, the Trustees confirm that Pilgrim's work is designed to serve the public in a way that is open, inclusive, and aligned with our charitable objects.

All Pilgrim content is freely available and accessible. Our tools are built to support Muslims in their religious practice, personal development, and spiritual growth. Where services are paid, we ensure that access to core guidance remains free of charge. Our public benefit lies in the clarity, support, and community that our work offers to individuals and groups across the UK and beyond.

Fundraising and Ethical Practice

Pilgrim upholds the highest standards of ethical fundraising. We do not engage in high- pressure or intrusive fundraising techniques and we do not buy or sell donor data.

All donations are processed securely, and all Gift Aid claims are made in accordance with HMRC requirements. Donors are regularly updated on the impact of their contributions, and all restricted funds are used strictly for their designated purposes. The Trustees monitor fundraising performance and compliance to ensure transparency and accountability at every stage.

Volunteer and Pro Bono Contributions

Pilgrim is supported not only by its core team and contractors but also by individuals who offer their time, expertise, and encouragement. In 2024, we received informal support from volunteers who contributed to photography, translation, captioning, and early product testing.

Environmental Consideration and Sustainability

Pilgrim is conscious of its environmental responsibilities and seeks to operate in a way that is mindful and low impact. The majority of our work is digital by design, which reduces our reliance on printed materials and physical distribution.

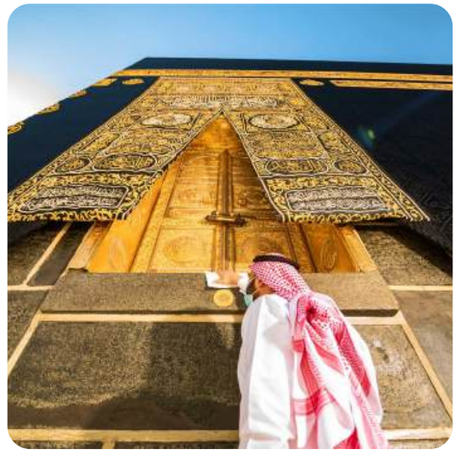
Where physical products are produced, such as our prayer books or companion cards, we take care to use sustainable materials and packaging where feasible. We are also exploring ways to reduce unnecessary shipping and to prioritise digital delivery options when possible.

Closing Reflections and Acknowledgements

None of the progress made in 2024 would have been possible without the generosity and trust of our supporters. We are deeply grateful to our donors, partners, and funders who chose to believe in the vision of a more supported, spiritually confident generation of pilgrims.

We also wish to thank our team — both internal and contracted — for the care, professionalism, and dedication they have brought to every project. Special thanks are due to our Trustees for their oversight and guidance throughout the year, and to the communities who continue to inspire our work through their honesty, feedback, and engagement.

We ask Allah to accept this work and to allow it to benefit those who come across it, now and in the years to come.















Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Annual Report and financial statements in accordance with applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland.

Charity law requires the Trustees to prepare financial statements for each financial year that give a true and fair view of the charity's financial activities during the year and its financial position at the end of the reporting period. In preparing these statements, the Trustees are required to:

- Select suitable accounting policies and apply them consistently
- Observe the methods and principles in the Charities Statement of Recommended Practice (SORP)
- Make judgements and estimates that are reasonable and prudent
- State whether applicable United Kingdom accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- Prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charity will continue in operation

The Trustees are also responsible for keeping proper accounting records that disclose with reasonable accuracy the financial position of the charity and enable compliance with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008, and the provisions of Pilgrim's constitution. They are responsible for safeguarding the assets of the organisation and for taking reasonable steps to prevent and detect fraud or other irregularities.

The Trustees are confident that Pilgrim has maintained strong governance standards and financial stewardship throughout 2024 and that all reporting obligations have been met fully and in good faith.

On behalf of the Board:

Mohammed Shabbir Hassan
Chair of Trustees
Date:
Pilgrim

Independent Examiner's Report to the Trustees of Pilgrim

I report to the charity trustees on my examination of the accounts of the above charity for the year ended 31 December 2024.

Responsibilities and basis of examination

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's Statement

Since the Charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

1. the accounting records were not kept in accordance with section 130 of the Charities Act; or
2. the accounts did not accord with the accounting records; or
3. the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Ronke Olarewaju
ACCA- Accountant

Statement of Financial Activities

	Notes	Restricted funds year ended 2024 £	Unrestricted funds year ended 2024 £	Total year ended 2024 £	Total year ended 2023 £
Income from					
Donations, grants and legacies	2	-	30,365	30,365	86,961
Charitable activities	3	-	104,534	104,534	821,011
Investment income	4	-	6,300	6,300	7,945
Other Income	5	1,256	10,328	11,584	43,345
Total income		1,256	151,527	152,783	959,261
Expenditure on	6				
Raising funds		1,827	108,509	110,336	124,661
Charitable activities		592	349,879	350,471	472,298
Total		2,419	458,388	460,807	596,958
Net income		**(1,163)**	**(306,862)**	**(308,025)**	**362,303**
Net movement in funds		(1,163)	(306,862)	(308,025)	362,303
Total funds brought forward		27,918	665,982	693,900	331,596
Total funds brought forward		**26,755**	**359,120**	**385,875**	**693,900**

All activities relate to continuing operations

Balance sheet

	Note	2024 £	2024 £	2023 £	2023 £
Current Assets					
Investments	10	-		35,000	
Debtors	11	16,361		16,361	
Cash in Bank and in hand		380,953		658,734	
		397,314		710,095	
Creditors: amount falling due within one year	12	(11,439)		(16,195)	
Net current assets			385,875		693,900
Net assets			**385,875**		**693,900**
Funds					
Unrestricted funds	13		359,120		665,982
Restricted funds	13		26,755		27,918
			385,875		**693,900**

The notes on pages 31 to 36 form part of these accounts.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

Approved by the trustees on 26th October 2025
and signed on their behalf by: Mohammed Shabbir Hassan Chair of Trustees.

Statement of cash flow

	2024 £	2023 £
Cash generated from operating activities Net cash provided from operating activities	(277,781)	362,137
Cash flows from investing activities Purchase of property, plant and equipment	-	-
Net cash (used in) investing activities	-	-
Change in cash and cash equivalents in the reporting period	(277,781)	362,137
Cash and cash equivalents at the beginning of the reporting period	658,734	296,596
Cash and cash equivalents at the end of the reporting period	**380,953**	**658,734**

Reconciliation of net income/(expenditure) to net cash flow from operating activities

	2024 £	2023 £
Net income for reporting period (As per the statement of financial activities)	(308,025)	362,303
Adjustments for:		
Decrease/(increase) in current assets	35,000	-
Increase/(decrease) in debtors	-	(16,361)
Increase in creditors	(4,756)	16,195
Net cash provided by operating activities	(277,781)	362,137

Notes to the Financial Statements

For the Year Ended 31 December 2024

1. Accounting Policies

Charity information
The Pilgrim Support is a charitable incorporated organization, registered on 17th March 2020 (charity number 1188594). The registered office is Pilgrim Support, 3a Claps Gate Lane, London, E6 6JF

The charity meets the definition of a public entitiy under FRS 102.

Basis of preparation of financial statements
The accounts (financial statements) have been prepared to give a 'true and fair' view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a 'true and fair view'. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005 which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

Critical accounting estimates and use of judgements
In preparing financial statements it is necessary to make certain judgements, estimates and assumptions that affect the amounts recognised in the financial statements.

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Going concern
The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future, and there are no material uncertainties affecting this assumption. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

Income
All income is recognised once the charity has entitlement to the income, so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Grants are recognised in full in the Statement of Financial Activities in the year in which they are receivable or any requirement imposed on the grant is fulfilled.

Expenditure
Liabilities are recognised as expenditure once there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs which include governance costs, are allocated to charitable activities in the statement of financial activities.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practices, and these costs are included within support costs.

Grants and donations payable are payments made to third parties in the furtherance of the charitable objectives of the charity. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and any condition attaching to the grant is outside of the control of the charity.

Allocation of support costs
Support costs are those functions that assist the work of the charity, but do not directly undertake charitable activities. Support costs include back office costs, finance, and governance costs which support the charity's activities. Support costs for a single activity are allocated directly to that activity. Where support costs relate to several activities, support costs have been allocated to each of the activities on the basis of the number of direct staff supported during the period in the relevant activity.

Governance support costs are allocated on the basis of support activities provided on clearly interpreted governance matters.

Financial instruments
The charity has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments. Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument. Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Cash and cash equivalents include cash at banks and in hand and short term deposits with a maturity date of three months or less.

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Tangible fixed assets and depreciation
Tangible fixed assets costing more than £5,000 are capitalised at cost. Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures & Fittings 33.33% straight line
Office equipment 33.33% straight line
The charity's fixed assets have been fully depreciated.

Fund accounting
Unrestricted funds are general funds that are available for the use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are subject to specific conditions by donors, or the terms of the apppeal specified by a project, as to how they may be used. The donation and income derving from them will be used in accordance with the specific purposes.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the accounts.

The charity currently has no designated funds.

Volunteers
Pilgrim appreciates the hard work and dedication of its volunteers across the United Kingdom. Almost 100 volunteers engaged in a number of activities including campaigning and domestic programmes. The contribution of volunteers is not recognised in the accounts as it is impractical to value given the absence of a reliable measurement basis.

2. Income by Category

Category	Total 2024 £	Total 2023 £
Donations and Gift Aid	30,365	86,961
Referral Challenge	104,534	821,011
Referral Challenge	104,534	821,011
Product Sales & Admin Fees	11,584	3,994
Umrah Fund Contributions	-	43,345
Investment Income (Kings Claim)	41,300	7,945
Other Charitable Income	-	-
Total Income	187,783	959,261

3. Expenditure by Activity

Activity Area	Total 2024 £	Total 2023 £
Programme and Charitable Costs	450,588	571,043
Fundraising and Support Costs	110,336	9,302
Governance and Admin	-	16,613
Total Expenditure	453,007	596,958

4. Staff Costs and Remuneration

Pilgrim did not employ any staff directly in 2024. All operational work was carried out by contractors and consultants retained on fixed-term service agreements. No trustee received any remuneration during the year (2024: £nil, 2023: £nil). No trustee expenses were reimbursed.

5. Related Party Transactions

There were no related party transactions requiring disclosure in 2024.

6. Fund Analysis

Fund Type	Balance b/f (£)	Income £	Expenditure £	Transfer £	Balance c/f (£)
Restricted Funds	27,918	1,256	(2,419)	-	26,755
Unrestricted Funds	665,982	186,527	(450,588)	-	401,920
Total Funds	693,900	187,783	(453,007)	-	428,675

7. Reserves Policy

The Trustees aim to maintain reserves that are sufficient to cover at least six months of core operations and allow for investment in key areas of programme and product development. As of 31 December 2024, unrestricted reserves totalled £401,920. This reserve allows the charity to maintain stability during the organisation's planned strategic transition toward earned revenue models in 2025.

Notes

		Restricted 2024 £	Unrestricted 2024 £	Total 2024 £	Total 2023 £
2	**Donations and legacies**				
	Donations	-	12,361	12,361	6,344
	Gift Aid	-	18,004	18,004	80,562
		-	**30,365**	**30,365**	**86,906**
3	**Charitable activities**				
	Income from Referral Challenge	-	104,534	104,534	821,011
		-	**104,534**	**104,534**	**821,011**
4	**Investment income**				
	Income from kings claim investment	-	6,300	6,300	7,945
		-	**6,300**	**6,300**	**7,945**
5	**Other Income**				
	Other	1,256	10,328	11,584	43,345
		1,256	10,328	11,584	43,345
		1,256	**151,527**	**152,783**	**959,206**

6	**Total resources expended**	**Total 2024 £**	**Total 2023 £**
	Contractors	6,175	39,372
	Fundraising	1,827	124,661
	Marketing	193,852	326,129
	Knowledge	-	15,841
	Umrah Fund	**57,866**	**30,750**
	Pilgrim Fund	**1,590**	**2,435**
	Subscriptions	19,812	10,359
	Utilities/rent		2,300
	Insurance	268	-
	Website	7,342	-
	IE/Accountancy fees	-	7,800
	App	**2,673**	
	Collab work	**19,995**	**37,311**
	Direct Expenses	**25,649**	
	Donor Experience	**592**	
	Kiings Claim	**735**	
	Consulting	116,980	
	Other Admin Cost	5,451	
		460,807	**596,958**

	Restricted	**Unrestricted**	**2024**	**2023**
Raising Funds	1,827	108,509	110,336	124,661
Charitable activities	592	349,879	350,471	464,498
Governance & support costs (see note 7)		-	-	7800
	2,419	**458,388**	**460,807**	**596,958**

7 Governance and support costs

	2024 £	2023 £
Independent examiner remuneration	-	7,800
	-	7,800

8 Staff costs and trustee remuneration

There were no employees whose annual emoluments were £60,000 or more.

None of the trustees received remuneration in the year (2023: £nil). No trustees received reimbursement of expenses during the period (2023: £nil).

Key management personnel include the Trustees. The total employee benefits, including pension costs, of the charity's key management personnel were £nil (2023: £nil).

9 Taxation

The CIO, being a registered charity, is not liable for corporation tax in respect of its operations for the year.

10 Investment

	2024 £	2023 £
Current asset investment	-	35,000
	-	**35,000**

11 Debtors

	2024 £	2023 £
Gift aid receivable	16,361	16,361
	16,361	**16,361**

12 Creditors: amounts falling due within one year

	2024 £	2023 £
Other creditors	3,639	8,395
Accruals and Deferred income	7,800	7,800
	11,439	**16,195**

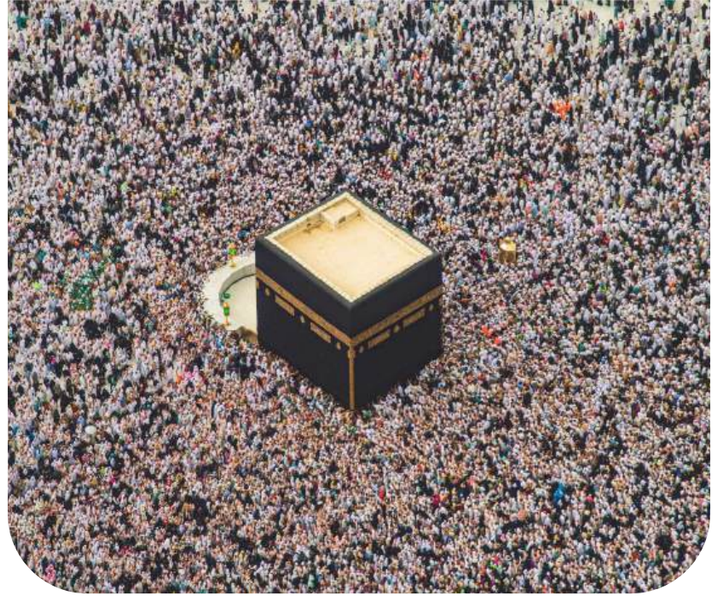
13 Analysis of funds

	Balance at 01/01/2024 £	Income £	Expenditure £	Transfers £	Balance at 31/12/2024 £
Restricted funds	27,918	1,256	(2,419)	-	26,755
Unrestricted funds	665,982	151,527	(458,388)	-	359,120
Total 2024	**693,900**	**152,783**	**(460,807)**	**-**	**385,875**

14 Cash at bank and in hand

	2024 £
Islamic Landmarks	0
Pilgrim Fund	3,190.00
Pilgrim Knowledge	2,824.39
Pilgrim Support	362,091.30
Savings Deposit	10,000.82
Umrah Fund	2,846.00
	380,953













PILGRIM SUPPORT

England & Wales - Charity number 1188594

Accounts

Pilgrim

Annual Report 2023

Trustees' report and financial statements for the year ended 31 December 2023

Registered Charity No. 1188594









بسم الله الرحمن الرحيم

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Reference and Administrative Information

Charity number:	1188594
Trustees:	Mohammed Shabbir Hassan (Chair)
	Khatija Sacranie
	Omar Salha
Executive Management Team:	Zain Luqman Miah (CEO)
	Afshanara Khanom (Finance Director)
Registered Office:	83 Hastings Street
	Luton
	LU1 5DN
Independent Examiner:	Moore Kingston Smith LLP
	9 Appold Street
	London
	EC2A 2AP
Bankers:	Metro Bank
	One Southampton Row
	London
	WC1B 5HA



Chair of Trustees Statement

As Chair of Trustees, it is my privilege to reflect on a year of notable progress and transformation at Pilgrim. 2023 has been a year of both consolidation and expansion, as we have strategically aligned our efforts to ensure that we continue to provide invaluable support to pilgrims worldwide. Our commitment to governance, financial oversight, and strategic direction has never been stronger, and this is reflected in the positive outcomes we have achieved.

Our organisation started the year on solid financial ground, and through careful planning and execution, we have doubled our reserves by year-end. This financial stability not only safeguards our future but also empowers us to invest in initiatives that directly impact our beneficiaries. The continued success of our fundraising efforts have not only raised substantial funds but have also increased our visibility and engagement within the community.

Our partnerships, such as the ongoing collaboration with Al Isharah, exemplify our commitment to inclusivity and service. The Umrah for the Deaf project stands as a testament to what can be achieved when organisations work together towards a common goal. It is through such initiatives that we are able to extend our reach and make a meaningful difference in the lives of those we serve.

Looking ahead, we are focused on sustaining this momentum. The upcoming launch of Pilgrim.co V4, with its enhanced user experience and AI integration, represents our forward-thinking approach and commitment to innovation. Furthermore, our plans for long-term investments and expanded marketing efforts, will ensure that we continue to grow and thrive in the years to come.

I extend my deepest gratitude to my fellow trustees, our dedicated team, volunteers, and supporters. Your unwavering commitment has been the cornerstone of our success. Together, we will continue to build on the strong foundation we have laid, ensuring that Pilgrim remains a beacon of hope and guidance for all those embarking on their spiritual journeys.

Warm regards,
Shabbir Hassan



Chief executives statement

2023 has been a pivotal year for Pilgrim, marked by significant milestones and a clear focus on our mission to empower and support pilgrims worldwide. As CEO, I am proud to lead an organisation that not only adapts to changing circumstances but also proactively seeks opportunities to expand its impact.

This year, our financial performance has been robust, with a doubling of our reserves by year-end. This achievement is a direct result of strategic financial management and the success of our key fundraising initiatives. These efforts have not only bolstered our financial health but have also strengthened our community ties and enhanced our ability to serve our beneficiaries.

Our partnership with Al Isharah for the Umrah for the Deaf project has been a highlight of the year. By providing substantial financial support and resources, we have enabled members of the Deaf community to experience the transformative journey of Umrah. This project exemplifies our commitment to inclusivity and our dedication to making pilgrimage accessible to all.

I am pleased to say that we have printed our book, “ A Pilgrim's Prayer,” we wanted to create a companion that merges the beauty of duʿā to the transformative journey of Pilgrimage. We hope this book serves as a roadmap of prayers as you journey on in fulfilling one of the greatest obligations to your lord.

Looking forward, we are excited about the future. The upcoming launch of Pilgrim.co V4, with its focus on user experience and AI integration, will revolutionise how we engage with our users and provide them with the resources they need. Our ongoing investments in marketing and property acquisition are strategic moves that will secure our financial future and allow us to continue expanding our services.

I am deeply grateful to our team, whose dedication and hard work have been the driving force behind our success. I also want to thank our trustees for their guidance and support, and our donors and partners for their continued trust and collaboration. Together, we have made great strides, and I am confident that we will continue to achieve even greater things in the years to come.

Zain Luqman Miah,
Chief Executive Officer

About Pilgrim

The Trustees of Pilgrim are pleased to present their annual report, accompanied by the independently examined financial statements for the year ending 31st December 2023. This report includes reference and administrative details found on page one, which are integral to this document. The financial statements have been prepared in accordance with current statutory requirements, the charity's governing documents, and the Statement of Recommended Practice (SORP) for Accounting and Reporting by Charities.

Pilgrim is dedicated to advancing the Islamic faith, religious practices, and education for the benefit of the public throughout England and Wales. Our work fosters religious harmony by promoting understanding and respect among different faith communities. Additionally, we are committed to relieving those in need due to factors such as youth, age, ill-health, disability, financial hardship, or other disadvantages by providing support for religious pilgrimages.

In planning our activities, the Trustees have carefully considered the Charity Commission's guidance on public benefit, ensuring that all our initiatives contribute meaningfully to our stated objectives. The Trustees are confident that Pilgrim efforts continue to serve the public good, in line with our mission.

As we review the year 2023, we are pleased to present this comprehensive report detailing the activities, achievements, and financial performance of Pilgrim. This year has been one of considerable progress and strategic development, allowing us to expand our impact and continue fulfilling our mission to support pilgrims worldwide. Our work this year has been underpinned by careful financial management, innovative projects, and a commitment to operational excellence.

The core objectives of Pilgrim remain focused on providing essential services and educational resources to pilgrims. In 2023, we continued to build on our past successes with several key initiatives, which includes our;

- Digital Strategy
- Rebuild of Pilgrim.co
- Umrah Fund- Umrah for the Deaf
- Pilgrim Knowledge
  - *Dua Books*
  - *Ziyarah Guides*

Digital Strategy

The year 2023 was pivotal for Pilgrim as we continued to refine our digital strategy, focusing on enhancing our organic search performance and expanding our online presence. Our aim is to ensure that Pilgrim remains competitive in the digital space while continuing to effectively serve our community.

In 2023, Pilgrim's website experienced significant growth in organic traffic. The number of keywords ranked in search engine results increased from 13,199 in 2022 to 25,145 in 2023, marking a 90% growth. This surge in visibility is a direct reflection of our successful SEO efforts. Specifically, keywords ranked in positions 1 to 3 saw a 137% increase, growing from 458 to 1,088, while those in positions 4 to 10 improved by 119%, and keywords ranked 11 to 20 increased by 63%. These improvements in keyword rankings have significantly boosted our organic traffic, as higher rankings typically result in more clicks and visits.

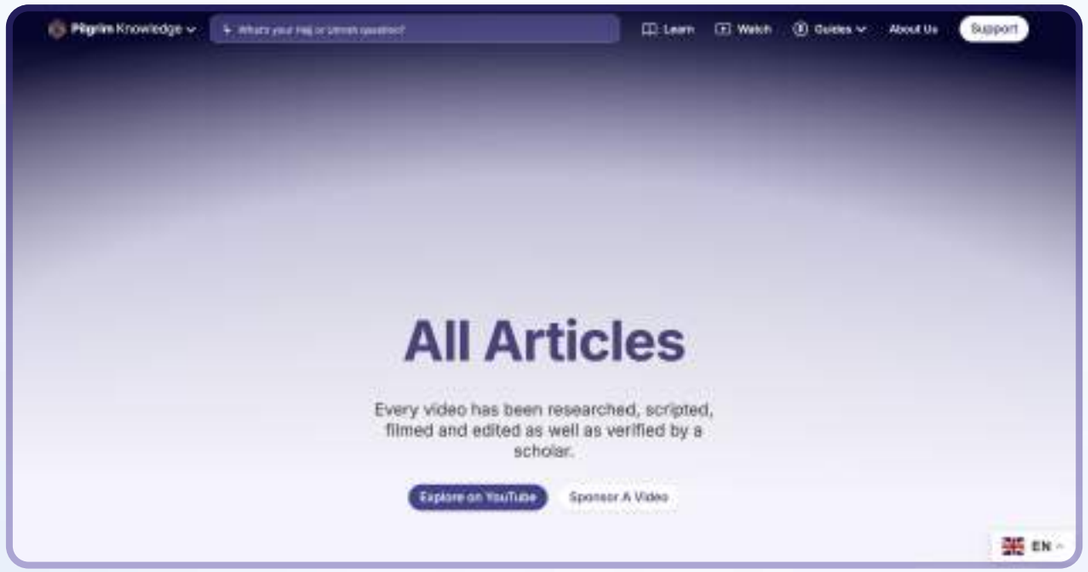
The financial impact of this growth is also noteworthy. The monthly value of our organic traffic in 2023 ranged from £4,835 to £10,431, reflecting the influence of seasonal trends, content updates, and targeted marketing campaigns. Over the year, the estimated value of our organic traffic totalled between £58,031 and £125,152, demonstrating the substantial return on investment from our SEO activities.

A small subset of pages accounted for a significant portion of our organic traffic. Notably, the "List of 10 Imams of Masjid Al Haram" page was the top performer, contributing 3.16% of total sessions. Other key pages focusing on various religious topics each contributed between 1.69% and 2.72% of sessions. While the strong performance of these pages underscores the high level of user interest in specific content areas, it also highlights the need for a broader content strategy to ensure a more diversified traffic source, reducing reliance on a limited number of pages.



In 2023, we implemented several key initiatives to enhance our digital presence. Our SEO optimisation efforts included improving on-page SEO by refining meta titles, descriptions, header tags, and internal linking structures. These efforts were directly correlated with the improvements in our keyword rankings. Additionally, we conducted comprehensive technical SEO audits to address issues such as site speed, mobile responsiveness, and crawl errors. These improvements not only boosted our search engine rankings but also enhanced the overall user experience, leading to longer session durations and lower bounce rates.

Our content strategy in 2023 prioritised the creation of high-quality, well-researched articles that provide genuine value to our readers. This focus on quality over quantity has been particularly effective in driving user engagement and establishing Pilgrim as a trusted source of information. Regular updates to existing content were crucial in maintaining and improving our search rankings, ensuring that these pages continued to attract significant traffic.

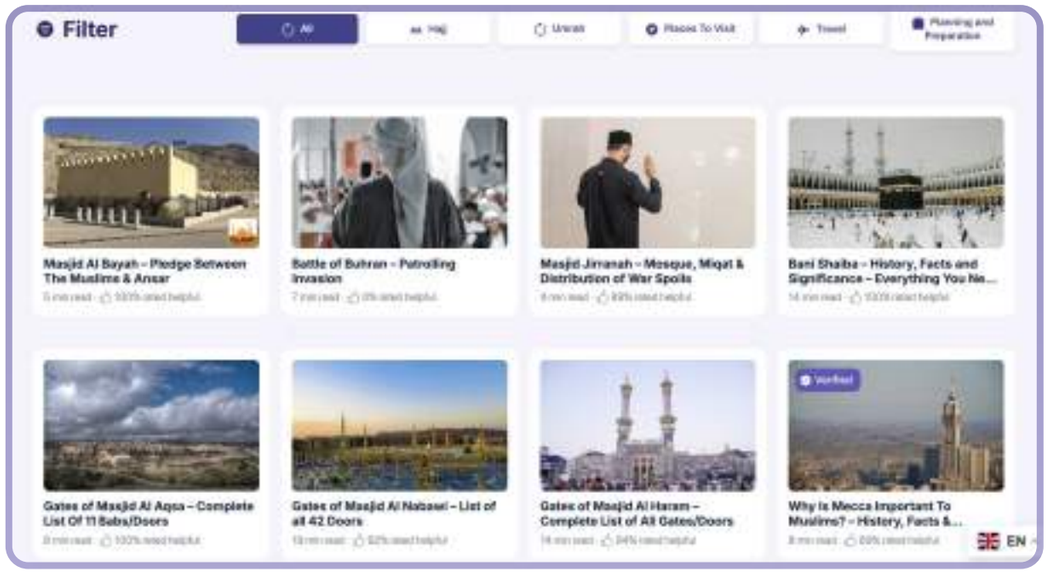


Furthermore, our backlink strategy played a vital role in enhancing our domain authority and search engine rankings. We focused on acquiring high-quality backlinks from reputable, high-authority domains and established strategic partnerships with industry influencers and thought leaders. These collaborations expanded our reach and introduced Pilgrim to new audiences, further solidifying our online presence.

Despite our successes, we faced a number of challenges in 2023. Our organic traffic exhibited some volatility, particularly during off-peak seasons. While seasonal fluctuations are expected, this variability underscores the need for a more robust strategy to maintain steady traffic throughout the year. In addition, despite the increase in organic traffic, our conversion rates did not meet expectations. This shortfall may be due to several factors, including the effectiveness of our call-to-action (CTA) strategies and the alignment of landing page content with user intent. Addressing these issues will require a more granular approach to conversion rate optimisation (CRO), involving A/B testing, improved CTA design, and more personalised user experiences.

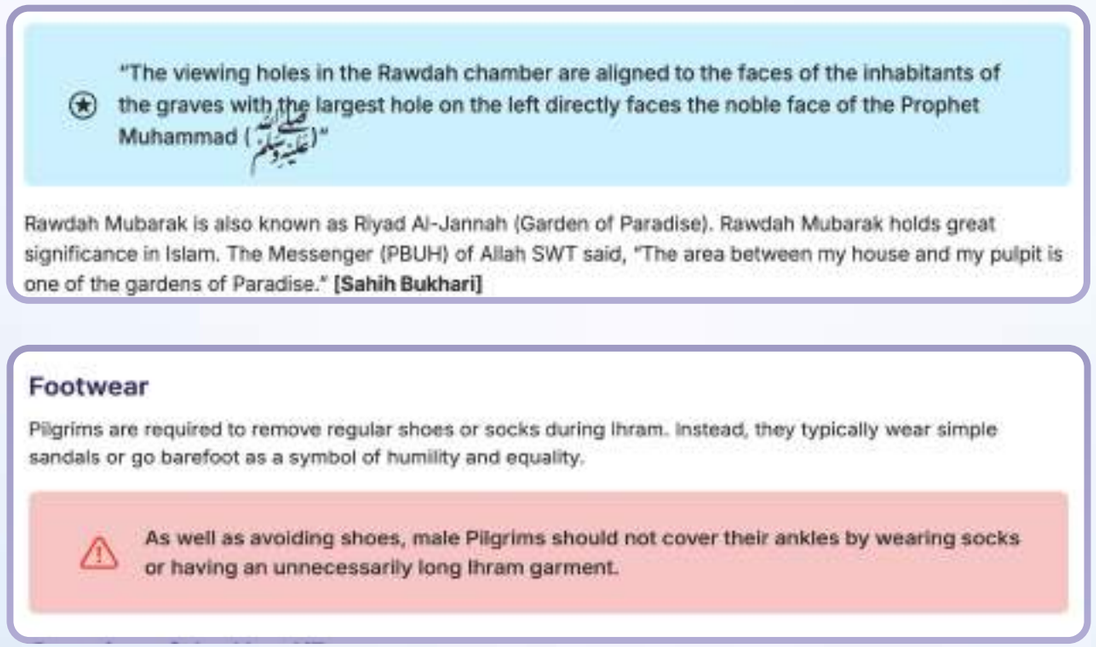
Another challenge was our over-reliance on top-performing pages, which, while driving significant traffic, created a vulnerability should these pages experience a drop in rankings or engagement. Expanding our content strategy to diversify traffic sources is critical for long-term stability.

Pilgrim has made substantial progress in enhancing its organic traffic performance in 2023, driven by targeted SEO practices, strategic content initiatives, and robust backlink strategies. Addressing challenges such as traffic volatility, conversion optimization, and content dependency will be essential for ensuring sustained growth. This comprehensive overview is designed to keep trustees informed of the key developments and strategic directions of our digital initiatives, with further details and in-depth data available upon request.



In 2023, Pilgrim focused on enriching the content available on our platforms by embedding additional information tags within our articles and expanding our guides for Hajj and Umrah. The integration of these features was driven by our commitment to providing our users with a more interactive and informative experience, ensuring that they have access to relevant, concise, and useful information as they engage with our content.

The additional information tags are strategically placed within articles to enhance the reader's understanding by providing contextually relevant facts, comments, tips, and warnings. These tags have been meticulously categorised into various types, each serving a specific purpose. For instance, comment tags offer reflective insights on the topics discussed, such as the symbolic significance of Sa'ee, while information tags deliver factual details that enrich the reader's knowledge, like the historical construction timeline of Masjid al Nabawi. Success tags highlight positive anecdotes or religious teachings, as seen in the references to the charitable acts of Abu Talha (RA), while tips provide practical advice, and warnings alert readers to potential pitfalls, such as the consequences of violating the rules of Ihram during Hajj.



The integration of these additional information tags across 196 articles has not only made the content more engaging and easier to digest but has also catered to the diverse informational needs of our audience. This development reflects our broader strategy of enhancing content accessibility and relevance, which is central to our mission of supporting pilgrims in their spiritual journey.

In parallel, Pilgrim also launched new Hajj and Umrah guides designed to provide comprehensive and user-friendly resources for pilgrims. These guides, which include detailed sections on preparation, travel, and a step-by-step breakdown of the pilgrimage rituals, are structured to serve both as overviews and as detailed instructional manuals. The dual-format approach allows users to either quickly grasp the overall process or dive deep into specific aspects of the pilgrimage, depending on their needs.

This flexibility is particularly important given the diverse backgrounds and varying levels of experience among our users. The guides have been well-received, with the Hajj and Umrah versions currently live, and additional guides for Makkah, Madinah, and women-specific pilgrimage needs planned for release.



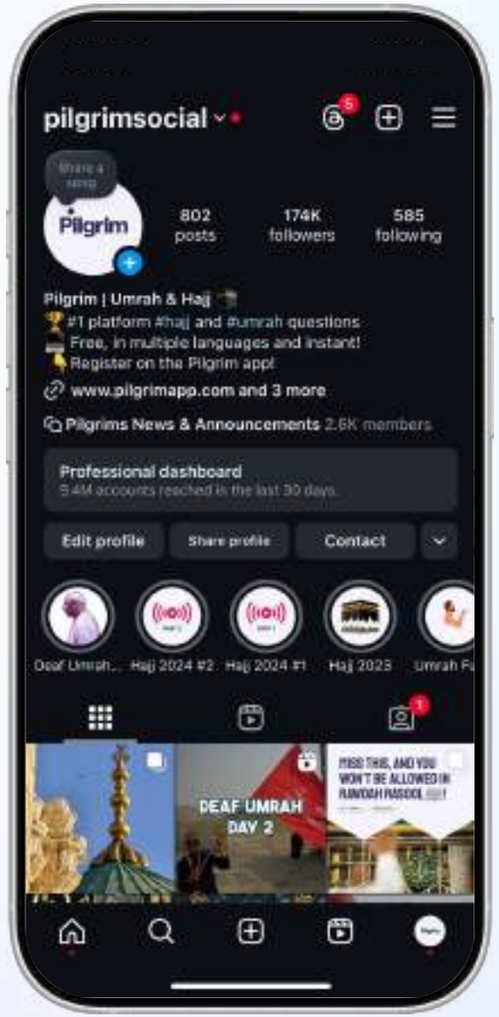


Social Media Growth

Our strategic objectives for social media growth in 2023 focused on increasing our follower base, enhancing engagement, and consistently delivering valuable content that aligns with our mission. By the end of December 2023, we had successfully grown our Instagram follower count to 39,626, an increase of 15,440 followers from August 1, 2023. This significant growth reflects our strong and consistent presence, which has been driven by a clear strategy to maintain a brand that resonates deeply with our audience.

Our overarching goal is to reach 100,000 followers by June 2024. This ambitious target is grounded in our commitment to providing value and education through our content. We have also prioritised improving our engagement with the audience by actively replying to direct messages and comments, thereby fostering a more interactive and responsive community. Consistency in posting has been key to maintaining our relevance, and we plan to continue this practice to ensure our brand stays impactful and top-of-mind.

From August 1, 2023, to December 31, 2023, we observed substantial increases in several key performance metrics. During this period, our Instagram impressions reached a staggering 10.06 million, marking a 215% increase from the previous period, which recorded 3.19 million impressions. This dramatic rise in impressions indicates that our content is reaching a much broader audience, enhancing our visibility and impact.



Similarly, our reach—the number of unique accounts that have seen any of our posts during the specified date range—also saw significant growth. From August to December 2023, our reach expanded to 8.63 million, a 266% increase from the previous period's 2.63 million. These metrics underscore the effectiveness of our content strategy in not only attracting new followers but also in ensuring our posts are widely seen and engaged with.

Our activity on Instagram was robust during this period, with 123 new posts being made, leading to 79,939 profile visits. This activity level reflects our commitment to maintaining a strong and active presence on social media, which has been crucial to our growth and engagement efforts.

Our content strategy for 2023 emphasised consistency and relevance, with a posting frequency of four carousel posts, two image posts, and four reels per week. This approach ensured a steady stream of content that kept our audience engaged and informed.



The success of our content can be seen in our top-performing posts between August and December 2023. The standout post, titled "These 4 things are forbidden in Makkah," reached 496,522 people, garnered 28,906 likes, and received 730 comments. This post alone brought in 915 new followers, demonstrating the power of culturally and spiritually relevant content.



Another extraordinarily successful post was a Hadith, which reached 95,079 people, received 16,311 likes, and attracted 293 new followers. This post's performance highlights the importance of sharing content that resonates with our audience's spiritual and religious interests.



Our third top-performing post, titled "Don't let them misguide you," reached 63,982 people, garnered 10,210 likes, and received 56 comments, resulting in 228 new followers. The success of these posts illustrates the effectiveness of our content in driving both engagement and follower growth.

Video content, particularly reels, has been a significant driver of our social media success. Between August and December 2023, nine of our reels surpassed 1 million views, with the top-performing reel reaching an impressive 15.5 million views. This reel alone contributed to 10,871 new followers, underscoring the powerful impact of video content in expanding our reach and engaging our audience.

The performance of our reels highlights the importance of incorporating dynamic and visually engaging content into our social media strategy. As we move into 2024, we will continue to leverage video content to further enhance our engagement and growth.

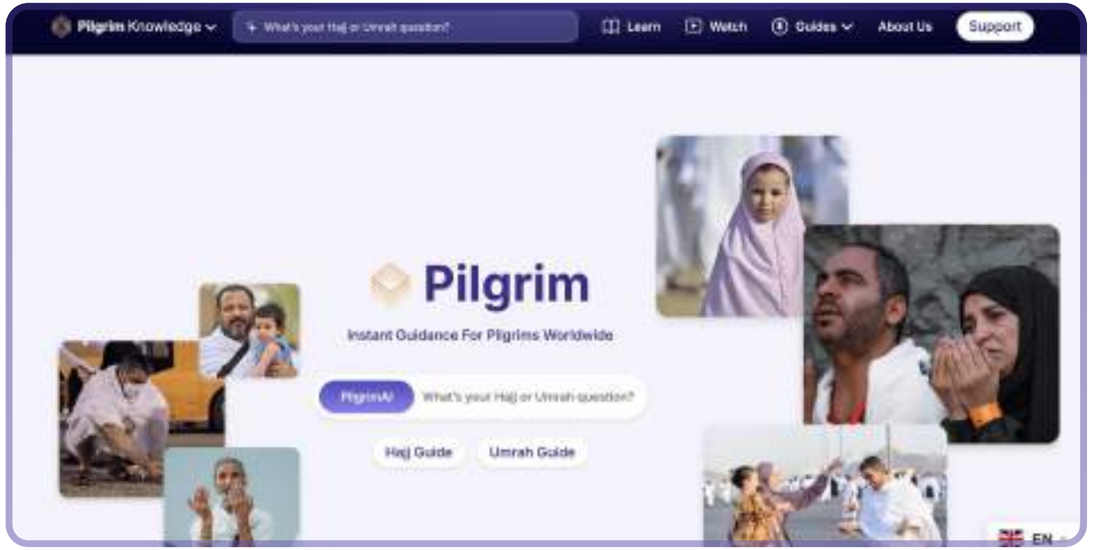
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Rebuild of Pilgrim.co

The primary goal of the Pilgrim.co rebuild was to modernise the website, ensuring it meets contemporary user expectations by enhancing usability, functionality, and content relevance. This project aimed to create a platform that not only reflects the cultural significance of pilgrimage but also provides an intuitive and engaging user experience. The rebuild introduced a modern, culturally resonant design aesthetic, combined with an intuitive user interface that facilitates easy navigation and consistent branding. The site now features a fully responsive design, ensuring seamless functionality across various devices, from desktops to smartphones.



Significant functionality upgrades were implemented to improve user interaction and engagement. Notable additions include an interactive AI-Chatbot that provides real-time assistance to users, helping them navigate the website and find relevant information quickly. The AI Video Summariser enhances the accessibility of YouTube content by offering concise video summaries, allowing users to grasp key information without watching entire videos. Additionally, an online visa checker was introduced, enabling users to check visa eligibility and requirements directly from the website. Integration with a CRM system via WordPress has streamlined data collection and analysis, enabling more informed decision-making and personalised user experiences. The Pilgrim.co rebuild was executed in four phases, starting with initial design and conceptualization, followed by the development of core functionalities and integration of AI tools. After beta testing and feedback collection, the project concluded with final adjustments, mobile optimisation, and live deployment in November 2023.

Umrah Fund- Umrah for the Deaf

In collaboration with Pilgrim, Al Isharah organised an Umrah trip from November 8th to 19th, 2023, specifically designed for Deaf Muslims. This partnership aimed to provide Deaf participants with the spiritual experience of Umrah while ensuring full accessibility through BSL interpretation and other support services.

Al Isharah is the UK's leading Islamic Deaf charity, dedicated to fostering education, inclusion, and equality for the Deaf Muslim community. Established in 2008, Al Isharah has been a pioneer in making Islamic teachings accessible to Deaf individuals through various services, including education, social inclusion, pastoral support, and British Sign Language (BSL) translations of religious content. Their mission is to ensure that Deaf Muslims can fully engage with their faith, from understanding the basics of Islam to performing the essential rituals of worship.



Key Deliverables of the Partnership:

BSL Interpretation: BSL interpreters were provided both pre-trip and during the Umrah, ensuring that Deaf participants could fully engage with the religious activities.
Educational Seminars: Four pre-trip seminars were conducted to educate participants on Umrah rituals in BSL.

Financial Support: The Sponsorship from Pilgrim subsidised the trip for 17 participants, covering costs like travel, accommodation, and additional support staff.

Logistical Management: Al Isharah handled all logistical aspects of the trip, including transportation, accommodation, and spiritual sessions, ensuring a smooth experience for the participants.

Case Studies:

ABDUL RAZZAK'S STORY

Abdul Razzak, a 63-year old man, a profoundly Deaf BSL user, grappling with the challenges of living with Cerebral Palsy and contending with Arthritis. Navigating the intricacies of life with multiple conditions often left him feeling isolated and disconnected. However, the prospect of undertaking the sacred pilgrimage of Umrah with Al Isharah ignited a spark of hope within him. The significance of this journey extended far beyond the spiritual realm; it was a testament to the power of accessibility. “We were able to recite in BSL during tawaf.” “I'm really happy with going to Umrah and to see the Ka'bah so beautiful and big.



Al Isharah helped me and other deaf people. I really enjoyed walking around with the group and I'm happy there was a British Sign Language (BSL) interpreter that helped us understand what to say. We were able to recite in BSL during tawaf. It made me really happy, refreshed and gave me peace. I really want to thank Al Isharah for helping me all around. It's really good having them there and I'm happy. | I want to thank Pilgrim. | I want to thank everyone.” -A.Razzak “I want to thank Pilgrim.”

ADAM & HAWA'S STORY

Having met many Muslims in his life, Adam (a profoundly Deaf BSL user) realised he wanted to become Muslim. He took his shahada (testimony of faith) in BSL and became Muslim in 2019, with Al Isharah's assistance. Prior to becoming Muslim, Adam was a Deaf rapper. Since his conversion, Adam has been on a journey finding his faith. As with many reverts to Islam, the transition into following an Islamic lifestyle was especially difficult.



Adam subsequently met Safya, who is also profoundly Deaf. After his marriage to Safiya in 2020, Adam found his new sense of identity conflicting with his old lifestyle. In the years that followed, conflicting values and the lack of access to Islam made his life and his marriage difficult. These difficulties led him to question his Islamic identity. “I was on the verge of losing my Iman.” “I was on the verge of losing my Iman. This Umrah couldn’t have come at a more ideal time. There were so many things I was questioning up until recently because my life had come to a crossroad. Coming here, seeing the Ka'bah, understanding what the Prophet had to do, made me feel like a true believer. | understood everything because it was in BSL. | I came here with my wife who is also Deaf. For her, this was the most spiritually uplifting experience and we've both become closer now, Alhamdulillah. I only work part time, so had Pilgrim not supported us, it wouldn't have been possible” - Adam Taylor “I cried to Allah for all the people that made this happen.” “Alhamdulillah for being given the opportunity to fulfil this Umrah. I didn't think this was something I would be able to do anytime soon. This has really lifted my iman and allowed me to get closer to Allah. I cried to Allah for all the people that made this happen.“ - Safya Hassan (Hawa)

AYSBULLAH & MATEULLAH'S STORY



Mateullah and Asybullah are brothers who sought Asylum in the UK after fleeing the conflict in Afghanistan. Life was especially difficult for Asybullah in Afghanistan who had little to no language growing up as a Deaf child. He found himself neglected and even ostracised at times. Amidst a war and amongst cultures that are yet to fully grasp how to make provisions for Deaf people, Asybullah found support only through select family members, who themselves felt overwhelmed at times.

In the UK, Asybullah found a sense of belonging with the Deaf Muslims in social and religious settings organised by Al Isharah. He also started to grasp the basics of Islam through language he began to acquire. Mateullah, being the hearing carer of Asybullah understands more than others the unique needs of his brother. “I was really worried about him understanding Islam. Alhamdulillah since he's found Al Isharah and has come to this guided Deaf Umrah, he has more Muslim friends now. From the very beginning of putting the ihram on, there were instructions on what Umrah is about and how to do it. This is something I would not have been able to translate to my brother or at all explain to him.” “Throughout this whole experience, I have seen that he has learned so much about Islam, which is a very important part that I wanted to play in his life. To teach him Islam and make sure he has got a strong faith in Allah. I felt elated the other day when he asked me, "What is Lord?” That's the first time he asked me anything about Islam.” - Mateullah Sameullakh

Cost Breakdown and Financial Overview

Pilgrim awarded a total of £20,150 to fund the initiative. The costs were allocated across various aspects of the trip:

Pre-Trip Training Seminars: actual spend of £2,770 resulting in a slight overspend.

BSL Interpreters & Staff: actual costs remaining within budget.

Subsidy for Deaf Pilgrims: actual costs coming in slightly under budget.

Accommodation & Travel Expenses: actual spend of £11,100, leading to a small overspend.

Overall, the project saw a minor overspend of £460 which was covered by Al Isharah.

Conclusion

The collaboration between Al Isharah and Pilgrim successfully facilitated a transformative experience for Deaf Muslims, enabling them to participate in Umrah with full accessibility. This initiative highlights the importance of inclusive spiritual opportunities and the power of strategic partnerships in achieving such goals.

Gratitude

Al Isharah extends its deepest gratitude to Pilgrim and all supporters who contributed to this life-changing journey. The positive outcomes of this initiative will undoubtedly inspire further efforts to support the Deaf Muslim community.

May Allah reward everyone involved and guide us to continue serving our community with excellence. Ameen

Pilgrim Knowledge

Since its inception in 2019, Pilgrim Knowledge has been dedicated to answering the most pressing questions pilgrims face. This year, we reached over 3 million pilgrims, with our resources expanding to include more than 300 educational videos, two in-depth courses, site guides, and publications. Our content is designed to cater to pilgrims who seek clear, simple, and spiritually enriching information as they prepare for their journeys.

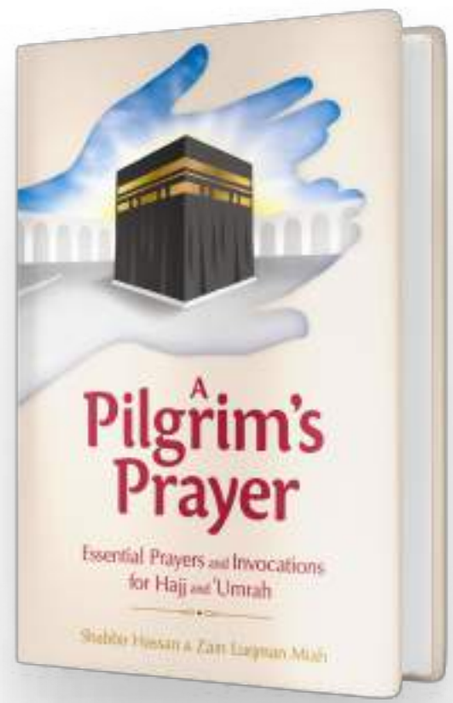
Ziyarah Guides Project

Our Ziyarah Guides for Makkah, Madinah, and Jerusalem have garnered global recognition. These guides, which have been downloaded over 2,500 times, are now being expanded with translations into multiple languages, including Bangla, Arabic, French, and Urdu. We are redesigning these guides to improve accessibility and aim to distribute over 10,000 copies, both digitally and physically, by 2025.



Dua book

In 2017, with the permission of Allah, we made the intention of wanting to help every Muslim respond to the call of Prophet Ibrahim, peace and blessings be upon him. Today, we are thankful that over 100,000 Muslims benefit from our content every month.
Alongside the evergreen collection of short videos and articles we have already produced, we wanted to create a companion that merges the beauty of duʿā to the transformative journey of Pilgrimage. We hope this book serves as a road-map of prayers as you journey on in fulfilling one of the greatest obligations to your lord.
Our dearest thanks to Shaykh Shams Ad Duha, Shaykh Abul Barakat Hassan (Mishkat), Ustadh Farhan Mahmood, Salah Sharieff from Wordsmiths Limited, Jannah Haque and Pilgrim team members Mohammed Nur and Adel Chowdhury for their unwavering support in helping us get this book completed.



Future Plan for 2024

Looking ahead to 2024, we intend to prioritise content diversification to broaden our appeal and engage a wider audience. To achieve this, we plan to introduce new content formats such as videos, infographics, and interactive tools, which will cater to varying user preferences and help reduce our overall bounce rate. Additionally, by identifying and capitalising on emerging trends within our industry, we aim to capture new audiences and establish Pilgrim as a leader in these areas.

We will also implement advanced SEO strategies to improve our visibility in search engine results. Initiatives such as schema markup and AI-driven optimisation will enhance how our content is displayed, providing a competitive edge. Furthermore, improving the mobile user experience through a mobile-first approach and personalising user interactions will be vital as we cater to our growing mobile audience.

Investing in advanced analytics tools will play a central role in our strategy for continuous improvement. By conducting regular monitoring and A/B testing, we aim to stay ahead in a competitive market. Leveraging data-driven insights will guide our decisions, ensuring sustained growth and allowing us to build on the successes of 2023.

Data-driven development will remain at the heart of our efforts, ensuring that new features and services align closely with user needs and behaviours. By integrating advanced analytics platforms and CRM tools, we can better tailor content and features to meet user expectations, driving engagement and satisfaction. Expanding the use of AI within our platforms will further enhance personalisation, improve user engagement insights, and optimise our content delivery strategies.

To support the growing demands on our platforms, we will invest in upgrading our technical infrastructure. This will involve adopting cloud-based solutions for scalability, implementing enhanced security measures to protect user data, and streamlining our backend systems to enable continuous innovation. As part of our growth strategy, we also aim to explore partnerships and collaborations to extend Pilgrim’s reach globally. Special attention will be given to underserved regions, ensuring our platforms remain accessible and relevant to a diverse audience.

Expanding our guide offerings will remain a key focus in 2024. By mid-year, we plan to launch new guides for Makkah, Madinah, and women pilgrims. These additions will not only provide essential information but will also incorporate user feedback to address evolving needs. This initiative aligns with our commitment to offering valuable, practical resources to our audience.

Another priority for 2024 is to strengthen our social media presence. Our goal is to grow our Instagram following to 100,000 by June, achieved through consistent posting, valuable content, and improved responsiveness to direct messages and comments. Introducing more interactive and user-generated content will help foster a sense of community and deepen audience engagement.

Reflecting on 2023, it was a year of growth and innovation for Pilgrim. Building on the foundations established, we are committed to enhancing the digital pilgrimage experience through user-centric design, innovative solutions, and data-driven decision-making. By continuing to evolve and expand our offerings, we aim to remain a trusted and valuable companion for pilgrims worldwide, delivering an unparalleled digital experience that meets the diverse needs of our community.



Fundraising and Income Generation

Ramadan Referrals

Ramadan Referrals proved to be a pivotal fundraising period for our faith-based charity as we tapped into the generosity and charitable spirit of Muslims worldwide during this sacred month. Leveraging the fundraising opportunities provided by our trusted platform, LaunchGood, we embarked on a multifaceted approach to raise vital funds.



In 2019, LaunchGood introduced the Ramadan challenge, enabling donors to automate their giving throughout the entire month. This initiative garnered immense interest, prompting us to incentivise sign-ups with LaunchGood's attractive offerings, including sign-up boosters and a prestigious top prize for the most registrations within the first 15 days leading up to Ramadan. Capitalising on these incentives, we witnessed a surge in participant registrations, significantly boosting our fundraising potential.

To further enhance our digital presence and broaden our reach, Pilgrim proactively identified influential online personalities and volunteers who graciously lent their support by creating compelling content that resonated with our target audience. This strategic collaboration amplified awareness of our Ramadan campaign and showcased our organisation's mission and impact.

Through these concerted efforts, our charity was able to tap into the immense goodwill and generosity associated with Ramadan, driving impactful fundraising outcomes and advancing our noble cause. The success of Ramadan Referrals 2023 underscores the power of collaboration, innovation, and community engagement in realising our mission of making a positive difference in the lives of those we serve.

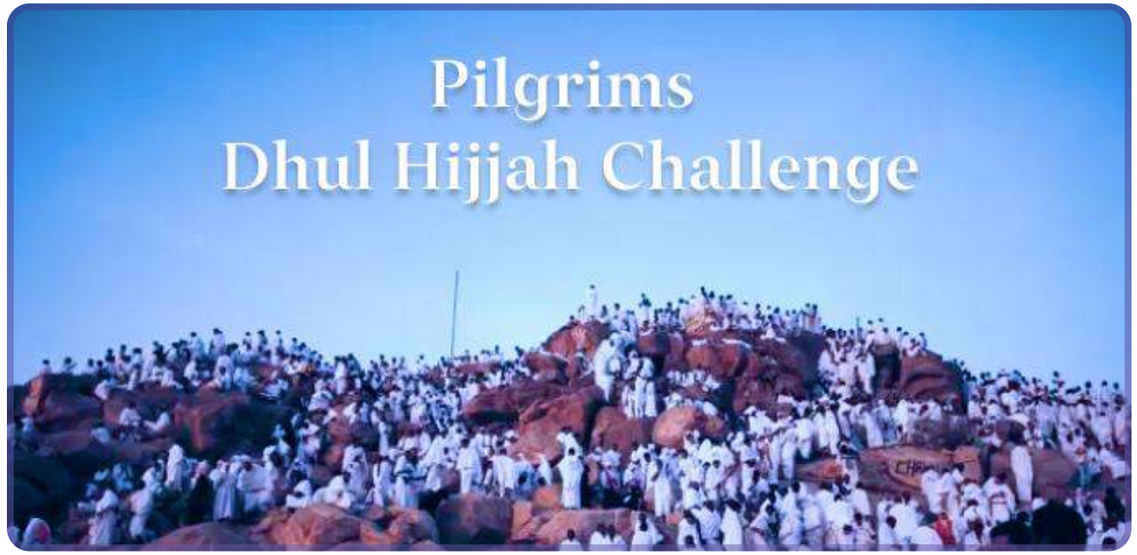
Dhul Hijjah

As the second busiest month for Pilgrim, Dhul Hijjah received heightened attention as we aimed to deliver comprehensive guidance and essential information relating to the major pilgrimage.

To support our fundraising efforts during Dhul Hijjah, we utilised a combination of purchasing targeted marketing packages and implementing a referral challenge, akin to our successful approach during Ramadan. However, the scale of these activities was comparatively smaller, allowing us to allocate more resources and focus on optimising our website. Recognising the importance of our online presence, we prioritised ensuring that our website was fully prepared to manage the anticipated surge in visitors from around the world.

We believe that an exceptional online experience plays a pivotal role in building trust, fostering engagement, and facilitating successful interactions with our organisation. Our preparedness for the increased viewership during Dhul Hijjah reflects our commitment to delivering comprehensive guidance and supporting individuals undertaking the major pilgrimage.

As we approach this important period, we are confident that our efforts in website preparation will yield positive results, enabling us to effectively serve our audience and provide them with the necessary resources to navigate their pilgrimage journeys. We remain dedicated to continually improving and refining our online platforms to meet the evolving needs of our user.



Financial review

For the year ending 31 December 2023, Pilgrim's total income amounted to £959,261, an increase from £678,246 in 2022. This growth was driven by notable contributions across multiple areas:

1. **Donations and Legacies:** Donations and gift aid totalled £86,961, reflecting a significant increase compared to the prior year's total of £28,953. This uplift was primarily attributable to enhanced donor engagement and an improved gift aid recovery process.

2. **Charitable Activities:** Income from the Referral Challenge was a major contributor, generating £821,011, compared to £638,643 in 2022.

3. **Investment Income:** Pilgrim benefited from income on Kiings claims investment amounting to £7,945, up from £1,250 in the previous year.

4. **Other Income:** Income from sales of books, Ziyarah guides, admin fees and, one off fund raising events reached £43,345, an increase from £9,400 in 2022.

Total expenditure for the year stood at £596,958, compared to £541,038 in 2022. Despite the rise in costs, Pilgrim maintained robust financial stewardship to achieve its objectives effectively.

Reserves Policy

Pilgrim's reserves policy ensures financial sustainability and the ability to manage risks and uncertainties effectively. As of 31 December 2023, the organisation held total reserves of £693,900.

- **Restricted Funds:** These amounted to £27,918, earmarked for specific projects or purposes aligned with donor intentions.

- **Unrestricted Funds**: Standing at £665,982, these provide essential flexibility for operational needs and strategic priorities.

The reserves are maintained to cover unforeseen circumstances, including short-term income fluctuations, and to support planned investments in the organisation's charitable activities. The trustees continue to review the reserves policy annually to ensure it aligns with Pilgrim's strategic goals and the changing financial landscape.

Our future plans for generating funds are grounded in a strategy that combines tangible product offerings with prudent financial investments, ensuring a sustainable income stream to support our operations. A portion of our funding will come from the sales of the Dua Book and the Ziyarah Guide. These thoughtfully crafted resources not only serve as valuable tools for our audience but also contribute to the financial foundation needed to maintain and expand our services. In addition to product sales, we will strategically invest in assets and stocks to diversify our income sources. This approach will provide a steady and reliable stream of revenue, ensuring that we can meet operational costs and continue to deliver a high standard of service to our audience. Through careful selection and management of these investments, we aim to achieve long-term financial stability while remaining aligned with our mission and values.

By combining these efforts, we hope to create a balanced funding strategy that not only covers the costs of running and improving our platforms but also enables us to explore new initiatives and innovations. This sustainable approach reflects our commitment to both financial responsibility and the continued growth of our offerings.



Structure, Governance, and Management

Pilgrim Support operates as a Charitable Incorporated Organisation (CIO), a structure specifically designed for charitable entities in the United Kingdom. The charity was officially registered on 17th March 2020 and has been committed to its mission ever since. Our Trustees serve on a voluntary basis, receiving no personal benefits from the charity. Any expenses they incur in the course of their duties are transparently reported in the financial notes.

The Trustees regularly review the charity's goals, activities, and impact to ensure alignment with our mission. This report provides an overview of our achievements and the positive outcomes generated by our work throughout 2023. Additionally, the review process enables the Trustees to assess whether our efforts continue to address the charity's core objectives. Typically, Trustees are appointed for a three-year term and may be reappointed for an additional term.

The Trustees remain committed to fulfilling their roles effectively within the charity sector by staying informed and up to date through relevant training and continued professional development (CPD). They actively engage with sector-specific guidance, attend training sessions, and participate in opportunities to enhance their knowledge and skills, ensuring they uphold best practices and meet their responsibilities in line with current regulatory and governance standards.

In 2023, we made several key adjustments to our management structure to enhance efficiency and ensure more sustainable growth.

Our CEO has taken on a comprehensive range of responsibilities, including program management for Pilgrim Knowledge, Umrah Fund, lead design management, marketing, and internal UX design.

Our Finance Director oversees finance management, operational accounts, payroll, donor management, and legacy fundraising.

We have engaged several contractors on a minimum six-month term to support critical functions, including design, website development, SEO management, and social media engagement. This team collaboration ensures that tasks are handled by experts in their respective fields, allowing us to maintain high standards in all our operations.

Statement of Trustees' Responsibilities

The trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), including Financial Reporting Standard 102: The Financial Reporting Standard applicable in the UK and Republic of Ireland.

Charity law requires trustees to prepare financial statements for each financial year in accordance with United Kingdom Accounting Standards and applicable law.

Under charity law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of the affairs of the charity and of the incoming resources and application of resources of the charity for that period.

In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.
- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charitable Incorporated Organisation will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011, the Charity (Accounts and Reports) Regulations 2008 and the provisions of the Charity's Constitution. They are also responsible for safeguarding the assets of the Charitable Incorporated Organisation and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

On behalf of the board:



Shabbir Hassan Chair of Trustees
Date: 19/12/2024
Pilgrim

Independent Examiner's Report to the Trustees of Pilgrim

I report to the charity trustees on my examination of the accounts of the above charity for the year ended 31 December 2023.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the charity's accounts carried out under section 145 of the 2011 Act, and in carrying out my examination, I have followed all the applicable directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's statement

Since the Charity's gross income exceeded £250,000, your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants of England and Wales, which is one of the listed bodies.

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that, in any material respect:

1. the accounting records were not kept in accordance with section 130 of the Charities Act; or
2. the accounts did not accord with the accounting records; or
3. the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Moore Kingston Smith LLP

Samir Chandoo
For and On Behalf of Moore Kingston Smith LLP
9 Appold Street
London
EC2A 2AP

Date: 19 December 2024

Statement of Financial Activities

	Notes	Restricted funds year ended 2023 £	Unrestricted funds year ended 2023 £	Total year ended 2023 £	Total year ended 2022 £
Income from					
Donations, grants and legacies	2	55	86,906	86,961	28,953
Charitable activities	3	-	821,011	821,011	638,643
Investment income	4	-	7,945	7,945	1,250
Other Income	5	38,881	4,464	43,345	9,400
Total income		38,936	920,325	959,261	678,346
Expenditure on	6				
Raising funds		-	124,661	124,661	87,576
Charitable activities		49,026	423,272	472,298	453,462
Total		49,026	547,932	596,978	541,038
Net income		**(10,090)**	**372,393**	**362,303**	**137,208**
Net movement in funds		(10,090)	372,393	362,303	137,208
Total funds brought forward		38,008	293,589	331,596	194,388
Total funds brought forward		**27,918**	**665,982**	**693,900**	**331,596**

All activities relate to continuing operations

Balance sheet

	Note	2023 £	2023 £	2022 £	2022 £
Current Assets					
Investments	10	35,000		35,000	
Debtors	11	16,361		-	
Cash in Bank and in hand		658,734		296,596	
		710,95		331,596	
Creditors: amount falling due within one year	12	16,195		-	
Net current assets			693,900		331,596
Net assets			**693,900**		**331,596**
Funds					
Unrestricted funds	13		665,982		293,589
Restricted funds	13		27,918		38,008
			693,900		**331,596**

The notes on pages 31 to 36 form part of these accounts.

The trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of financial statements.

Approved by the trustees on 19/12/2024 and signed on their behalf by:



Shabbir Hassan

Statement of cash flow

	2023 £	2022 £
Cash generated from operating activities Net cash provided from operating activities	362,137	102,208
Change in cash and cash equivalents in the reporting period	362,137	102,208
Change in cash and cash equivalents at the beginning of the reporting period	296,596	194,388
Change in cash and cash equivalents at the end of the reporting period	**658,734**	**296,596**

Reconciliation of net income (expenditure) to net cash flow from operating activities

	2023 £	2022 £
Net income for reporting period (As per the statement of financial activities)	362,303	137,208
Adjustments for:		
Decrease/(increase) in current assets	-	(35,000)
Increase/(decrease) in debtors	(16,361)	-
Increase in creditors	16,195	-
Net cash provided by operating activities	**362,137**	**102,208**

Accounting Policies

Charity Information

The Pilgrim Support is a charitable incorporated organisation, registered on 17th March 2020 (charity number 1188594). The registered office is 83 Hastings Street, Luton, LU1 5DN.

The charity meets the definition of a public entity under FRS 102.

Basis of Preparation of Financial Statements

The accounts (financial statements) have been prepared to give a ‘true and fair’ view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a ‘true and fair view’. This departure has involved following Accounting and Reporting by Charities Preparing Their Accounts in Accordance with the Financial Reporting Standard Applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from 1 April 2005, which has since been withdrawn.

The financial statements are prepared in sterling, which is the functional currency of the company. Monetary amounts in these financial statements are rounded to the nearest pound.

Critical Accounting Estimates and Use of Judgements

In preparing financial statements, it is necessary to make certain judgements, estimates, and assumptions that affect the amounts recognised in the financial statements.

In the view of the trustees, in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements, nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year.

Going Concern

The trustees have assessed whether the use of the going concern basis is appropriate and have considered possible events or conditions that might cast significant doubt on the ability of the charity to continue as a going concern. The trustees have made this assessment for a period of at least one year from the date of approval of the financial statements. After making enquiries, the trustees have concluded that there is a reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future, and there are no material uncertainties affecting this assumption. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

Income

All income is recognised once the charity has entitlement to the income, so it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Grants are recognised in full in the Statement of Financial Activities in the year in which they are receivable or any requirement imposed on the grant is fulfilled.

Expenditure

Liabilities are recognised as expenditure once there is a legal or constructive obligation committing the charity to that expenditure, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

All expenditure is accounted for on an accruals basis. All expenses, including support costs which include governance costs, are allocated to charitable activities in the statement of financial activities.

Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practices, and these costs are included within support costs.

Grants and donations payable are payments made to third parties in the furtherance of the charitable objectives of the charity. Single or multi-year grants are accounted for when either the recipient has a reasonable expectation that they will receive a grant and the trustees have agreed to pay the grant without condition, or the recipient has a reasonable expectation that they will receive a grant and any condition attaching to the grant is outside of the control of the charity.

Allocation of Support Costs

Support costs are those functions that assist the work of the charity, but do not directly undertake charitable activities. Support costs include back-office costs, finance, and governance costs which support the charity's activities. Support costs for a single activity are allocated directly to that activity. Where support costs relate to several activities, support costs have been allocated to each of the activities on the basis of the number of direct staff supported during the period in the relevant activity.

Governance support costs are allocated on the basis of support activities provided on clearly interpreted governance matters.

Financial Instruments

The charity has elected to apply the provisions of Section 11 Basic Financial Instruments and Section 12 Other Financial Instruments Issues of FRS 102 to all of its financial instruments. Financial instruments are recognised in the charity's balance sheet when the charity becomes party to the contractual provisions of the instrument. Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Cash and cash equivalents include cash at banks and in hand and short-term deposits with a maturity date of three months or less.

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Tangible Fixed Assets and Depreciation

Tangible fixed assets costing more than £5,000 are capitalised at cost. Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases:

Fixtures & Fittings: 33.33% straight line
Office Equipment: 33.33% straight line

The charity's fixed assets have been fully depreciated.

Fund Accounting

Unrestricted funds are general funds that are available for use at the trustees' discretion in furtherance of the objectives of the charity.

Restricted funds are subject to specific conditions by donors, or the terms of the appeal specified by a project, as to how they may be used. The donation and income deriving from them will be used in accordance with the specific purposes.

Designated funds comprise funds which have been set aside at the discretion of the Trustees for specific purposes. The purposes and uses of the designated funds are set out in the notes to the accounts. The charity currently has no designated funds.

Volunteers

Pilgrim appreciates the hard work and dedication of its volunteers across the United Kingdom. Almost 100 volunteers engaged in a number of activities, including campaigning and domestic programmes. The contribution of volunteers is not recognised in the accounts as it is impractical to value given the absence of a reliable measurement basis.

Notes

		Restricted 2023 £	Unrestricted 2023 £	Total 2023 £	Total 2022 £
2	**Donations and legacies**				
	Donations	55	6,344	6,399	507
	Gift aid	-	80,562	80,562	28,446
		55	**86,906**	**86,961**	**28,953**
3	**Charitable activities**	-	821,011	821,011	638,643
	Income from referral challenge		**821,011**	**821,011**	**638,643**
4	**Investment income**	-	7,945	7,945	1,250
	Income from kings claim investment		7,945	7,945	1,250
5	**Other Income**	38,881	4,464	43,345	9,400
	Other miscellaneous	38,881	4,464	43,345	9,400
		38,936	**920,325**	**959,261**	**678,246**

6 Total resources expanded

	Total 2023 £	Total 2022 £
Contractors	39,372	33,381
Fundraising	124,661	87,576
Marketing	326,129	223,230
Knowledge	15,841	37,526
Umrah fund	30,750	74,223
Pilgrim fund	2,435	-
Subscriptions	10,359	7,914
Utilities/rent	2,300	2,350
Insurance	-	496
Website	-	940
Maintenance-KCL	105	-
Miscellaneous	37,206	14,848
IE/Accountancy fees	7,800	-
Acquisitions	-	58,544
	596,958	**541,038**

	Restricted	Unrestricted	2023 £	2022 £
Raising funds	-	124,661	124,661	87,576
Charitable activities	49,026	415,472	464,498	453,462
Governance and support costs (See note 7)	-	7,800	7,800	-
	49,026	**547,932**	**596,958**	**541,038**

7 Governance and support costs

	2023 £	2022 £
Independent examiner remuneration	7,800	-
	7,800	**-**

8 Staff cost and trustee remuneration

There were no employees whose annual emoluments were were £60,000 or more

None of the trustees received remuneration in year 2022 (2022: £nil). No trustees received reimbursement of expenses during the period (2022: £nil).

Key management personnel include the trustees. The total employer benefits, including pension costs, of the charity's key management personnel were £nil (2022: £nil).

9 Taxation

The CIO, being a registered charity, is not liable for corporation tax in respect of this operations for the year.

10 Investment

	2023 £	2022 £
Current asset investment	35,000	35,000
	35,000	**35,000**

11 Debtors

	2023 £	2022 £
Gift aid receivable	16,361	-
	16,361	**-**

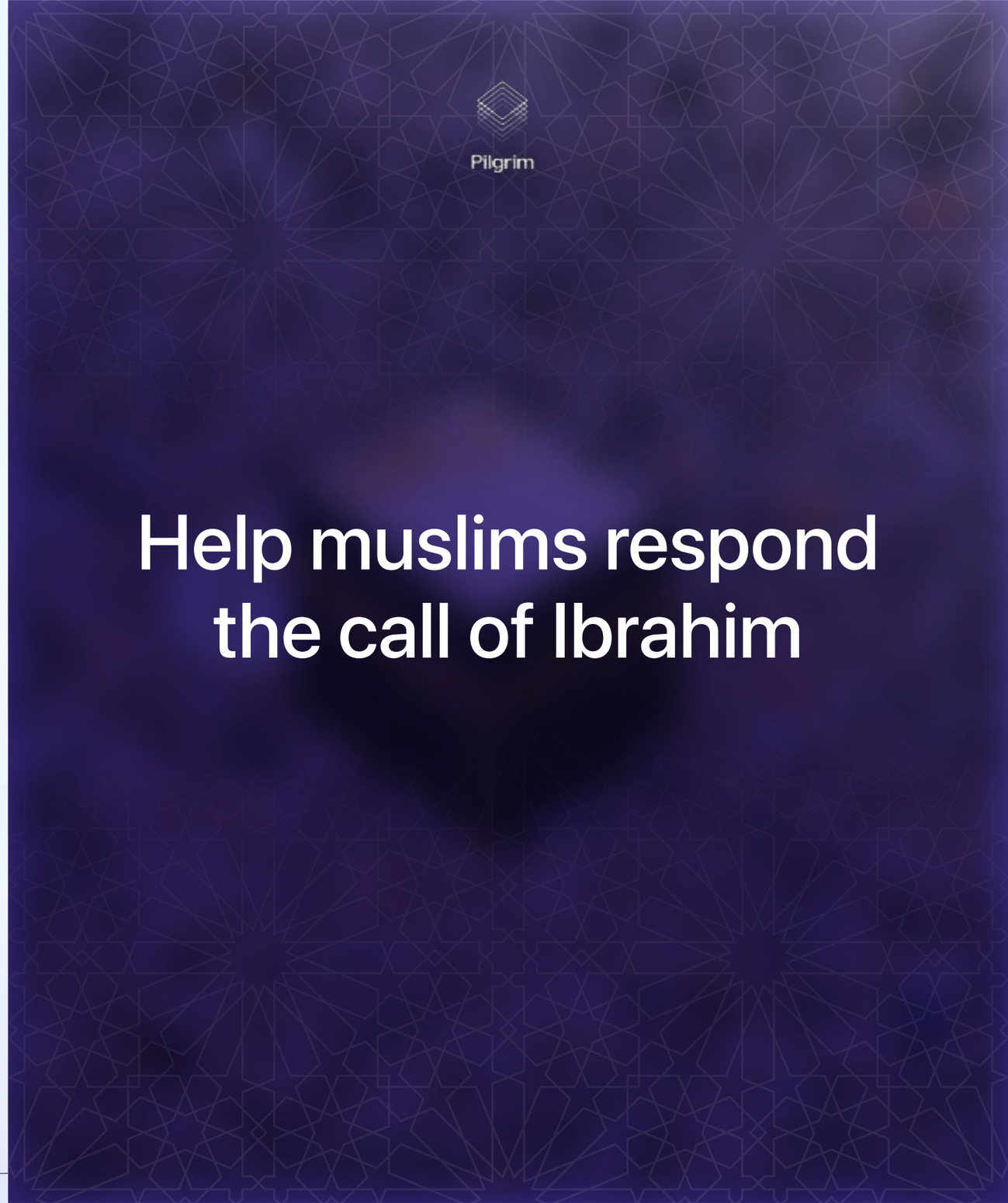
12	Creditors: Amounts falling due within one year	2023	2022
		£	£
	Other creditors	8,395	-
	Accruals and deferred income	7,800	-
		16,195	**-**

13	Analysis of funds	Balance at 1/1/2023	Income	Expenditure	Transfer	Balance at 12/31/2023
		£	£	£	£	£
	Restricted funds	38,008	38,936	(49,026)	-	27,918
	Unrestricted funds	293,589	920,325	(547,932)	-	665,982
	Total 2023	**331,596**	**959,261**	**596,958**	**-**	**696,900**

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Pilgrim











PILGRIM SUPPORT

England & Wales - Charity number 1188594

Accounts

Pilgrim



Annual Report

2022

Reference and Administrative Information

Charity Number: 1188594

Company Number: CE021162

Company Type: Charitable Incorporated Organisation

Country of Incorporation: United Kingdom

Country of Registration: England and Wales

Registered Address: 83 Hastings Street Luton LU1 5DN

Trustees

Trustees who served during the year and up to the date of this report were as follows :

Mohammed Shabbir Hassan - Chair of Trustees

Omar Salha

Khatija Sacranie

Executive Management Team

Zain Luqman Miah - CEO

Afshanara Khanom - Finance Director

Bank

Metro Bank

One Southampton Row

London, WC1B 5HA

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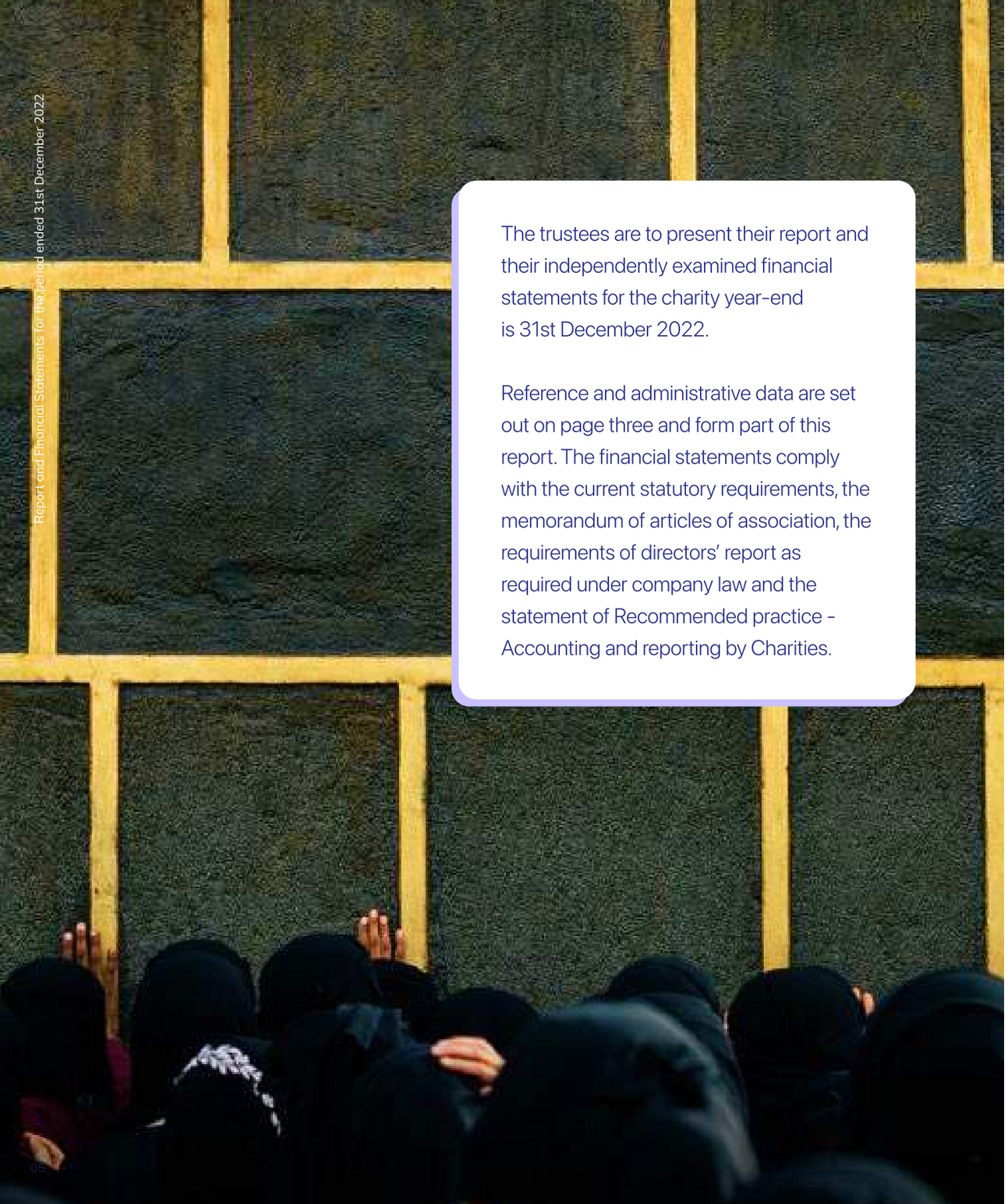
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Report and Financial Statements for the period ended 31st December 2022



The trustees are to present their report and their independently examined financial statements for the charity year-end is 31st December 2022.

Reference and administrative data are set out on page three and form part of this report. The financial statements comply with the current statutory requirements, the memorandum of articles of association, the requirements of directors' report as required under company law and the statement of Recommended practice - Accounting and reporting by Charities.

As the world started to find normality once again and even though Pilgrims remained in a state of uncertainty due to changes in the Hajj sector, we are thankful to have been able to provide answers for

898,213

Pilgrims who sought answers to questions about the Pilgrimage.

Thank you for supporting us in helping Muslims respond to the call of Prophet Ibrahim, peace be upon him.

Report and Financial Statements for the period ended 31st December 2022

Chief Executives Statement



In the wake of recent global events, the transition through 2021 and into 2022 has undoubtedly been a period of profound transformation, particularly for the hajj sector.

As the wider world started to recover and recalibrate after the pandemic's impact, our sector found itself navigating and adjusting to an array of new regulations and standards. The online realm became increasingly pivotal, with countless individuals turning to it for insight and direction. In response, our team was at the forefront, ensuring that when individuals sought understanding regarding the Pilgrimage, we were present, offering prompt and relevant information.

Looking back at the past year, the situation was incredibly challenging. The pandemic affected every aspect of our lives. The Pilgrims, central to our mission, faced unparalleled uncertainties. These weren't merely logistical hurdles concerning hajj rites but deep emotional and spiritual tribulations, with believers contending with the potential delay or modification of a once-in-a-lifetime spiritual journey.

We broadened our outreach, not just offering guidance on the Pilgrimage but also fostering awareness programmes tailored to the ever-evolving pandemic scenario. Furthermore, against a backdrop of global economic challenges, the unwavering support and generosity we received from the public were truly heartening. Our ongoing projects flourished, and new endeavours were launched, all driven by this shared ethos of unity and altruism.

As we present this statement in 2022, our hearts overflow with gratitude. We humbly turn to our Lord, fervently hoping our efforts are accepted. For indeed, He is All-Hearing, All-Knowing. As we forge ahead, our core mission remains clear, and we pray to Allah to consistently grant us the means and enthusiasm to serve this fundamental pillar of Islam. Our dedication is steadfast: to work earnestly, sincerely, and without respite, always aiming to give our very best.

Zain Luqman Miah,
Chief Executive Officer



Message from the Chair of Trustees

Assalamu Alaikum wa Rahmatullahi wa Barakatuhu,

In a year of global challenges, Pilgrim's dedication to serving pilgrims worldwide remained unwavering. Amidst widespread uncertainty, we provided essential guidance and education for those on their spiritual journeys. Our latest successful Umrah trip showcased our commitment to fostering community and in an attempt to adapting to the times, our enhanced Pilgrim Website became a reliable source for seekers of Pilgrimage knowledge.

The Ramadan Referral Challenge and our acquisition of Islamic Landmarks marked significant milestones, emphasising our dedication to faith, history and collective action. As we look ahead, our goal is clear: to be the foremost source for Umrah and Hajj matters. Our commitment to producing valuable content, from episodes with scholars to literary works, remains unchanged. In this ever-changing world, Pilgrim stands as a beacon of guidance for a thousand year old ritual.

I'm deeply grateful to our team for their relentless efforts. Their dedication has been instrumental in our successes, and I'm privileged to be part of this journey.

May Allah bless our endeavours and accept our acts of worship as we continue with unwavering dedication.

Warm regards,
Shabbir Hassan

Structure, Governance and management



The organisation is a charitable company, registered as a charity on 17th March 2020. The charity was established under a Charitable Incorporated Organisation (CIO). CIO is a corporate form of business designed for (and only available to) charitable organisations in the United Kingdom. All trustees give their time voluntarily and receive no benefits from the charity. Any expenses reclaimed from the charity are set out in the notes to the accounts. The trustees review the aims, objectives and activities of the charity each year.

The report looks at what the charity has achieved and the outcomes of its work for the year ending 31st December 2022. The trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help. The review also helps the trustees ensure the charity aims, objectives and activities remain focused on its stated purposes. trustees will usually serve for a term of three years and may be re-appointed for a second term.

Charity Objectives and aims

Pilgrim exists to advance the Islamic faith, religious practices and education for the public benefit throughout England and Wales. Its objectives include the promotion of religious harmony for the benefit of the public by promoting knowledge and mutual understanding and respect of the beliefs and practices of different religious faiths. The charity also promotes the relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantages through the provision of support to enable religious pilgrimages.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set. The trustees are satisfied that Pilgrim ensures its work is for the public benefit.

2022 Comments

2022 saw Pilgrim begin its journey into ehnhancing its products and programs. Both online and offline, we made significant changes to improve the value our audiences were receiving from our products and services.

Staffing Changes



Due to completing our initial objectives set in 2020 for Pilgrim Knowledge we began making staffing changes to reduce the team size to acknowledge the upcoming reduction in workload. Products such as Pilgrim Knowledge and Umrah Fund no longer needed a team, instead required the services of staff to move to a zero hour contract, on a needs only basis. We moved from 12 members of staff to 4 core staff members and 8 on zero hour at will contracts. This move allowed us to reduce overheads whilst maintaining commitment to delivering our programmes with excellence.



Website Redesign

Recognising the importance of our online presence, we undertook a comprehensive redesign of our website to enhance user experience and provide streamlined access to information and services. The new website features improved navigation, updated content, and a user-friendly interface, resulting in increased engagement and positive feedback from our users. In a single month in June 2022, we hit 45,405 unique visitors to our site, which was one of the largest numbers we had and by the end of the year that number had increased significantly. We understand that our Website is key in our mission to promoting knowledge about the 5th Pillar of Islam across the world.

Referral Challenge

Pilgrim identified referral challenges as a crucial area for improvement and developed focused plans to address them. We conducted an in-depth analysis of our existing referral processes and implemented strategic changes to streamline the workflow, reduce response times, and enhance communication between our team and referring organisations. These improvements resulted in increased efficiency, improved number of sign ups, and strengthened relationships with our partners.

Umrah Fund Partnerships

In order to deliver the programmes such as our special guests, we partnered up with other organisations. These partnerships allowed us to leverage their expertise and resources, ensuring a seamless and enriching experience for Pilgrims. By working closely with our collaborators, we were able to offer the full Umrah Fund programme to more pilgrims of all abilities.

Financial Performance

The successful implementation of our 2022 fundraising strategy positively impacted Pilgrim's financial performance. We achieved growth in overall fundraising revenue, demonstrating our ability to deliver quality services while maintaining a sustainable income strategy. Our strong financial standing positions us for further growth and success in the coming years, in sha Allah. We'd like to extend our sincere gratitude to our donors, partners, and team members for their unwavering support and commitment to our mission.



Fundraising and Income Generation

Charity Sweet Jars

The 5th edition of our highly anticipated Charity Sweet Jars campaign was an overwhelming success with all the sweet jars selling out within 20 days after launch. This achievement was made possible by the dedicated effort of 70+ volunteers who generously devoted their time and energy over a weekend to meticulously package the sweet jars. The outstanding popularity of the campaign this year was evident as we experienced a reduced need for extensive advertising, relying primarily on our well-established social media presence to spread the word. The resounding success of this year's campaign can be attributed to the unwavering commitment and selflessness of our volunteers, who not only played a crucial role in the production process but also actively engaged with the public, fostering a sense of community and contributing significantly to the campaign's triumph. Their collective efforts continue to make a profound impact on our organisation's ability to fulfil its charitable objectives.



Ramadan Referrals

Ramadan Referrals 2022 proved to be a pivotal fundraising period for our faith-based charity as we tapped into the generosity and charitable spirit of Muslims worldwide during this sacred time. Leveraging the fundraising opportunities provided by our trusted platform, LaunchGood, we embarked on a multifaceted approach to raise vital funds.

In 2019, LaunchGood introduced the Ramadan challenge, enabling donors to automate their giving throughout the entire month. This initiative garnered immense interest, prompting us to incentivise sign-ups with LaunchGood's attractive offerings, including sign-up boosters and a prestigious top prize for the most registrations within the first 15 days leading up to Ramadan. Capitalising on these incentives, we witnessed a surge in participant registrations, significantly boosting our fundraising potential.



To further enhance our digital presence and broaden our reach, Pilgrim proactively identified influential online personalities and volunteers who graciously lent their support by creating compelling content that resonated with our target audience. This strategic collaboration amplified awareness of our Ramadan campaign and showcased our organisation's mission and impact.

Through these concerted efforts, our charity was able to tap into the immense goodwill and generosity associated with Ramadan, driving impactful fundraising outcomes and advancing our noble cause. The success of Ramadan Referrals 2022 underscores the power of collaboration, innovation, and community engagement in realising our mission of making a positive difference in the lives of those we serve.

Dhul Hijjah

As the second busiest month for Pilgrim, Dhul Hijjah received heightened attention as we aimed to deliver comprehensive guidance and essential information relating to the major pilgrimage. This year marked a return to a sense of "normalcy" following the global pandemic, presenting an opportune time to ensure our website was well-equipped to handle increased viewership.

To support our fundraising efforts during Dhul Hijjah, we utilised a combination of purchasing targeted marketing packages and implementing a referral challenge, akin to our successful approach during Ramadan. However, the scale of these activities was comparatively smaller, allowing us to allocate more resources and focus on optimising our website. Recognising the importance of our online presence, we prioritised ensuring that our website was fully prepared to manage the anticipated surge in visitors from around the world.



Our team invested significant efforts in enhancing the functionality, accessibility, and scalability of our website. This encompassed rigorous testing, implementing optimised user interfaces, enhancing server capacity, and fortifying cybersecurity measures. By proactively addressing these crucial aspects, we aimed to provide a seamless user experience, efficient access to information, and secure transactions for our growing global audience.

We believe that an exceptional online experience plays a pivotal role in building trust, fostering engagement, and facilitating successful interactions with our organisation. Our preparedness for the increased viewership during Dhul Hijjah reflects our commitment to delivering comprehensive guidance and supporting individuals undertaking the major pilgrimage.

As we approach this important period, we are confident that our efforts in website preparation will yield positive results, enabling us to effectively serve our audience and provide them with the necessary resources to navigate their pilgrimage journeys. We remain dedicated to continually improving and refining our online platforms to meet the evolving needs of our users.

Programmes and Products

Pilgrim Knowledge

Articles

We are pleased to see that our articles saw tremendous engagement from a global audience. Our commitment to providing informative and thought-provoking content remains steadfast, and the results are evident in the organic traction and interaction that we have witnessed.

At present, our repository boasts an impressive compilation of 199 meticulously crafted articles, each designed to cater to a variety of interests and informational needs. These articles encompass varied themes, ranging from informational deep-dives to factual and spiritual how to's. Our multifaceted approach ensures that readers can engage with articles that resonate with their unique needs.



Our dedication to offering high-quality content has earned us a prominent standing on the digital landscape as well as in in the Hajj and Umrah community. In fact, a notable portion of our articles have successfully secured a prominent presence on the first page of Google's search results, occupying approximately 20% of this coveted space. This remarkable achievement can be attributed to our diligent efforts to optimise the Pilgrim website's ranking through SEO investments, bolstered by the recent integration of Islamic Landmarks, further augmenting our online visibility. A quick search for specific terms such as 'Umrah Duas' substantiates our impact.

Knowledge Articles: Impact

Sessions

1,469,951

Page views

1,899,697

Users

1,156,459

New users/ First Visits

1,155,867

The data above is taken from January 2021 till July 8th 2023 and only illustrate organic traffic.

Report and Financial Statements for the period ended 31st December 2022



Vision for 2023

Looking ahead, we are committed to elevating our article strategy for 2023. Our primary focus will involve strategic optimisation of search rankings for keywords closely associated with Hajj, Umrah, and related niche topics. This approach will extend to themes encompassing mosques, prophets, instructional guides, the significance of articles, and curated lists.

Our meticulous planning involves content calendars for both Pilgrim and Islamic Landmarks, ensuring a steady flow of engaging articles throughout the year. Additionally, we intend to maintain or even enhance our current pace of article uploads. For keywords of higher competition, we will embark on targeted link-building campaigns to secure enhanced rankings.

Considering our ongoing momentum, we confidently project a remarkable three-fold increase in session traffic for the year 2023 compared to the preceding year:

2022 sessions (Actual)	2023 sessions (Estimations)
506,244	1,500,000

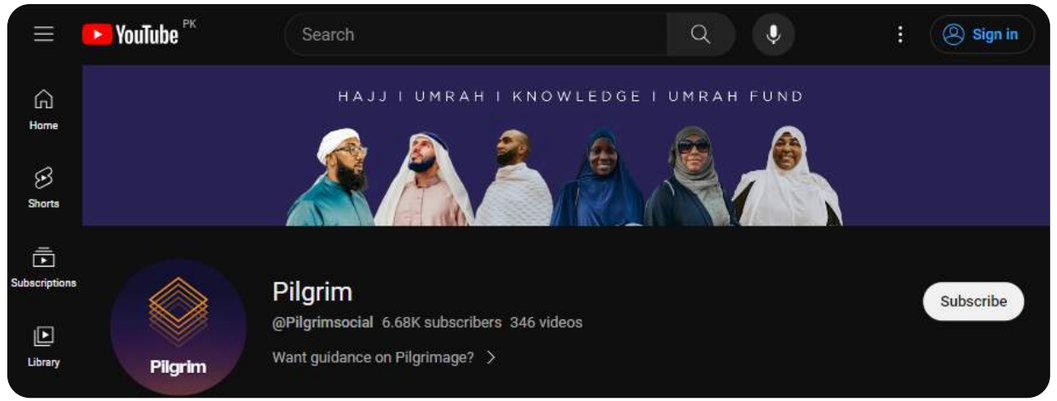
Videos

Through various video series and frequently asked questions (FAQs), we continue to provide valuable insights and knowledge to all pilgrims and individuals interested in the sacred journey of Hajj and Umrah. Over the course of the year, we curated a total of 313 distinct video titles, each designed to cater to a wide spectrum of information needs. Our video library boasts a variety of informative content, including FAQ videos addressing crucial queries such as preparations for Hajj and Umrah, the acclaimed "Father of Nations" series, delving into the life and lessons of Prophet Ibrahim (AS), and the comprehensive "Objectives of Hajj" series, which provides a step-by-step guide to the pilgrimage journey. By the conclusion of 2022, an impressive count of 251 FAQ and Series videos were successfully uploaded to our YouTube channel.

Our library includes an array of FAQ videos that have garnered significant attention and engagement. Notable examples include:

1. "What is the difference between Hajj and Umrah?"
2. "Can women go on Hajj or Umrah without a mahram?"
3. "What Should I Say When I Go to Mount Safa and Marwa?"

These videos have been crafted to address fundamental queries, providing clarity and guidance to our audience. We are immensely grateful for the support extended by our community members. A remarkable 208 of the 251 uploaded videos were made possible through the generous sponsorship of dedicated individuals who have consistently backed our mission.



Report and Financial Statements for the period ended 31st December 2022

Of the videos produced, an impressive 78% of the FAQ videos were successfully uploaded onto our YouTube channel by the close of 2022. A proportionate number of videos, though filmed and addressed, are yet to be shared, underscoring the continuous development of our content. The total combined view count for the 251 videos amounts to a remarkable 875,150 views. Notably, the video titled "What does a woman wear for Ihram?" emerged as a standout performer, amassing an impressive view count of 32,395.

These achievements reflect not only our commitment to disseminating accurate and relevant information but also the resonance of our content with a global audience seeking guidance on the spiritual journey of Hajj and Umrah. As we move forward, we remain dedicated to further enriching our video offerings and fostering greater engagement within our community.

14 videos gained over 10,000 views, including the following:



What if my period starts whilst I am on Umrah or Hajj?
14K Views



What Footwear Should I Wear in Ihram?
22K Views



Can a woman wear makeup or jewelry in ihram?
21K Views



Why should I do Umrah?
21K Views



What does a woman wear for Ihram?
35K Views



Do Men have to Shave Their Hair After Umrah or Hajj?
14K Views

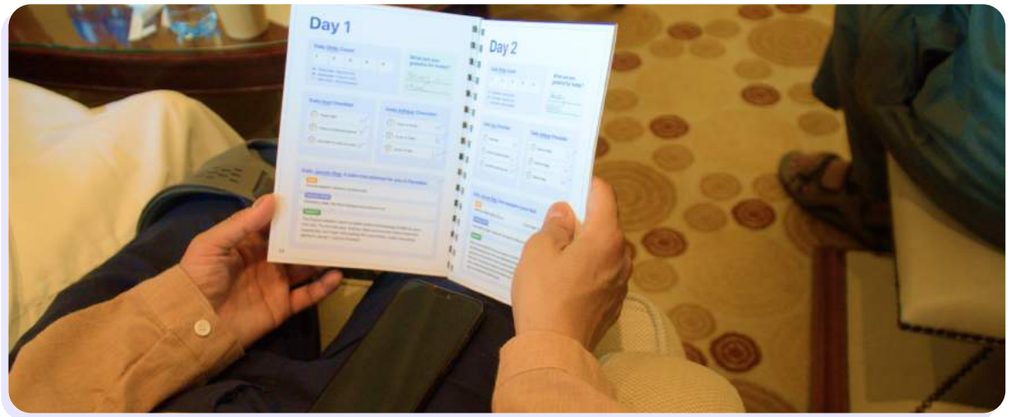
Umrah Fund

The Umrah Fund is designed to assist individuals who have faced mental health challenges, domestic abuse, intense trauma, bereavement, and other distressing life events.

After a short break due to the Pandemic, we were grateful to be able to re-continue this program once again. The program goes beyond the mere provision of financial assistance; it encompasses a comprehensive and robust approach that begins with a thoughtful nomination process and continues throughout the entire post-Umrah trip. In this period, we were able to serve a total of 11 pilgrims, 16 additional travellers and 6 members of staff. This included pilgrims from our programme for grieving mothers.

One of the key components of our enhanced program is the creation of a Pilgrim Diary, which accompanies our Pilgrims throughout their entire journey. This diary serves as a tool for self-reflection, allowing them to observe and document their personal development and growth along the way. It is an invaluable resource that enables our Pilgrims to gain a deeper understanding of themselves and the profound impact that the Umrah experience has on their lives.

We are truly grateful for the opportunity to make a positive difference in the lives of these individuals, providing them with a chance to partake in Umrah despite the numerous challenges they have faced. The Umrah Fund team is dedicated to delivering a well-structured and meaningful program, ensuring that our Pilgrims receive the support and guidance they need at every stage of their journey.











Report and Financial Statements for the period ended 31st December 2022

Umrah Fund: Partnerships

This year we also collaborated with two fantastic organisations to deliver our Umrah fund programme. The first of this being Umrah for individuals with special needs for which we partnered up with Muhsen.

MUHSEN Umrah is the first and only global group that specialises in supporting Pilgrims with special needs. Many families who live with disabilities never dreamed of being able to embark on this spiritual journey. They are discouraged and turned away from other travel companies which leads them to believe they can never make this journey.

Muhsen has been able to step in and provide the resources and individualised attention that makes the umrah trip successful for our special needs families. This is the first time many of these families have felt that they are a top priority, all the way from the registration process to making the umrah trip and returning back home. Every step is planned with their needs in mind, including customised solutions based on the type of disability or challenge. Every Muslim has a right to visit the house of Allah and MUHSEN makes it a reality for those who never thought it was possible.



Gufran Paracha



Gufran Paracha is a 16 year old with Wold Hirsch Horn Syndrome and Autism and he is wheelchair bound. He travelled to Umrah for the first time on November 17th with his two brothers who have an intellectual disability and ADHD. They travelled with their caregivers Farah and Mohammad Paracha. They joined Muhsen from Ballwin, MO.

Sadiq and Shariq Rehman



Sadiq and Shariq Rehman are 19 and 17 year old brothers with Autism traveling for Umrah for the first time. Their father Ibraz is a left leg amputee and is wheelchair bound. Their mother Huda is the main caregiver for all three individuals, Alhamdullilah. Their family is located in Corona CA.





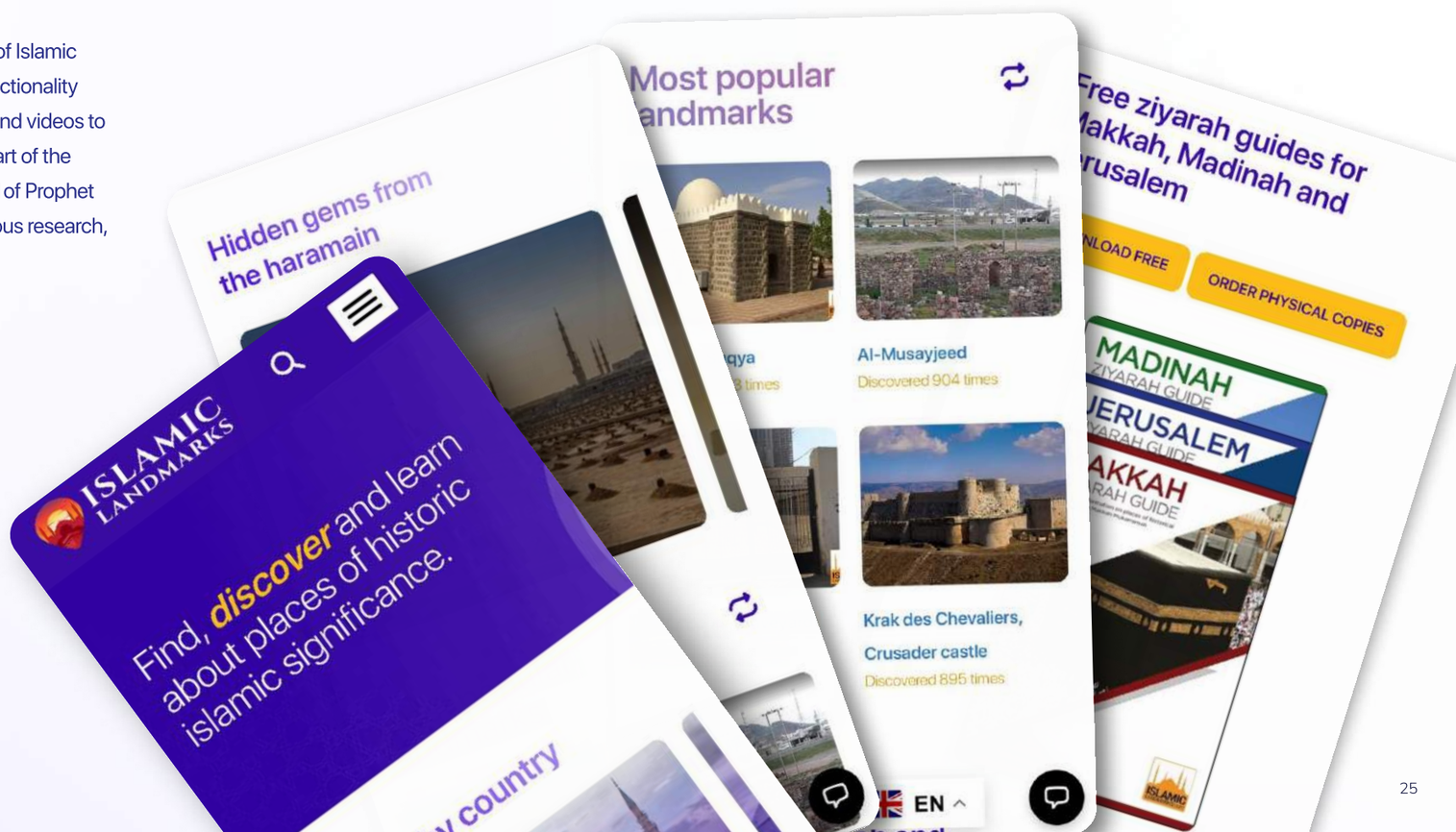
Islamic Landmarks

The acquisition of Islamic Landmarks

We are pleased to share a significant development that underscores our commitment to enriching the lives of Muslims worldwide. The recent acquisition of IslamicLandmarks.com marks a pivotal step in our journey to extend our reach and provide a comprehensive platform dedicated to historical Islamic sites of significance.

Islamic Landmarks emerged from a deep-rooted awareness that a wealth of historical Islamic places often goes unnoticed by the larger Ummah. While pockets of information are available in various forms, they tend to be confined to specific geographical areas. Recognising this gap, Islamic Landmarks was born with a resolute purpose – to gather photographs and facts of these 'landmarks' in a single space, offering Muslims and non-Muslims alike a valuable reference source. The intent is to rekindle interest in our storied past, celebrating the legacy of individuals and places that have shaped our history.

The collection of entries showcased on Islamic Landmarks is but a glimpse into the expansive tapestry of Islamic history. Our aspirations extend beyond the present, as we earnestly aim to augment the content and functionality over time. We encourage community involvement, inviting contributions in the form of articles, photos, and videos to enhance the site's depth and authenticity. It is important to note that IslamicLandmarks.com is now a part of the Pilgrim ecosystem. Pilgrim's mission remains unwavering – to facilitate Muslims in responding to the call of Prophet Ibrahim (peace and blessings be upon him). The content presented on the website stems from meticulous research, referencing a spectrum of books, talks, and websites.



Report and Financial Statements for the period ended 31st December 2022

Internal environment

Staffing

The trustees with the team worked on its approach to risk management during the year. One key action was the review of all charity's policies and procedures. As with the examination of risks, this is a continuing piece of work for the charity. Our people are our most valuable asset. We continue to create the conditions for our employees to thrive. We manage and consider diversity and inclusion as well as colleague engagement. We provide ongoing opportunities for personal and professional development. We have reviewed compensation to ensure it is in line with what skilled employees can expect.

In an effort to optimise our resources, drive cost-efficiency, and maintain a laser-sharp focus on our projects, we implemented a strategic restructuring of our team. This involved transitioning to a legacy team structure, composed of core members on fixed wages. These individuals are responsible for key legacy tasks, ensuring continuity and leveraging their expertise to achieve the goals we set when we first established our organisation. To further streamline operations, we made the decision to retain other staff members on a project-based arrangement, contracting them out on an ad hoc basis as the need arises. This flexible approach allows us to allocate resources efficiently and adapt to the specific demands of our projects, optimising costs while maximising outcomes.

By reducing the size of our team, we are able to invest our resources more strategically, focusing on up-skilling and cross-training our existing staff members. This enables them to assume multiple roles and responsibilities, fostering a versatile and adaptable workforce. Moreover, we can selectively bring in skilled workers for specialised tasks that are critical to the success of our charity.

Through this restructuring, we aim to achieve several key objectives. Firstly, we can better align our staffing needs with the current phase of our organisation's growth and development, reducing overhead costs while maintaining operational effectiveness. Secondly, by investing in the up-skilling of our staff, we enhance their professional growth and empower them to take on a wider range of responsibilities, leading to increased job satisfaction and effectiveness.

Ultimately, this approach allows us to operate more efficiently and effectively, ensuring that our charity is poised for continued success. By focusing on projects, investing in the development of our team, and leveraging specialised expertise where necessary, we aim to achieve our goals while optimising the allocation of our resources. We believe that this strategic restructuring will not only contribute to cost reduction but also foster a culture of continuous improvement, adaptability, and agility within our organisation

Report and Financial Statements for the period ended 31st December 2022

Priorities for 2023



Umrah Fund

Due to the success of working with expert partner institutions, we are determined to further cement our grant program which enables third party organisations to submit proposals to deliver the Umrah Fund. We still hope to direct deliver one Umrah Fund program every two years. By taking this approach, we are able to serve a further 50 Pilgrims a year, which otherwise would not be possible using out limited internal team.



Pilgrim Knowledge

Pilgrim Knowledge aims to become the largest, English-language, education platform and source of instructional knowledge for Hajj and Umrah in the world. This includes publishing content across various forms (videos, podcasts, courses, articles etc.) and becoming official education partners to Hajj agencies, and industry-relevant organisations across the UK. In the coming year, Pilgrim aims to drastically rebuild its website, with a focus on user experience and navigation. Pilgrim aims to also broaden the audience that can benefit from its content by re-purposing its content in several languages. By making these changes, we hope to reach an additional 1 million users next year.

Trustee Responsibilities

Statement

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards FRS 102. Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the year. In preparing those financial statements, the Trustees are required to select suitable accounting policies and then apply them consistently; Observe the methods and principles in the Charities SORP, make judgements and estimates that are responsible and prudent; state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; prepare the financial statements on the going-concern basis unless it is inappropriate to presume that the charity will continue in business. The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and which enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. In so far as the Trustees, individually, are aware: there is no relevant audit information of which Charities auditor is unaware; and, the Trustees have taken all steps that ought to have been taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' annual report which includes the strategic report has been approved by the trustees on 30th July 2023 and signed on their behalf by

Afshanara Khanom

Afshanara Khanom, Finance Director

Financial Accounts

Statement of Financial activities from 1st January 2022 to 31st December 2022

		Unrestricted £	Restricted £	Total £	2021
	Notes				
Income from					
Pilgrim Support	D-A	640,264.94	-	640,264.94	114,050.17
Pilgrim Knowledge	D-B	-	12,843.05	12,843.05	40,847.50
Umrah Fund	D-c	-	25,137.84	25,137.84	2,190.59
Total Income		640,264.94	37,980.89	678,245.83	157,088.26
Expenditure					
Salaries (Support costs)		33,380.98		33,380.98	26,887.82
Fundraising (Costs of generating funds)		52,575.77		52,575.77	32,290.56
Marketing (Charitable activities)		223,230.19		223,230.19	11,752.84
Knowledge (Charitable activities)			37,525.92	37,525.92	35,640.24
Umrah Fund (Charitable activities)			74,223.48	74,223.48	5,020.28
Subscriptions		7,913.53		7,913.53	8,062.14
Investments		35,000		35,000	
Utilities		2,350		2,350	4,607.00
Insurance		495.82		495.82	462.08
Website Maintainence		940		940	3,000.51
Acquisitions		58,554.03		14,847.81	13,139.44
				58,554.03	
Total Expenditure		429,288.13			
Net Income/ expenditure for the year			111,749.40	541,037.53	140,862.91
Reconciliation of Funds					16,225.35
Total Funds B/F		82,611.79			
Total Funds C/D		293,588.60	111,776.33		
			38,007.82	331,596.42	194,388.12

Balance Sheet

Balance Sheet as of 31st December 2022

		Unrestricted £	Restricted £
	Notes		
Current Assets		35,000	
Debtors			
Cash in Bank and in hand		296,596.42	
Liabilities			
Creditors: amounts falling due within year			
Net current assets			
Total Net assets			**331,596.42**
The funds of the charity			
Restricted Funds			
Umrah Fund		37,579.25	
Pilgrim Knowledge		428.57	
			38,007.82
Unrestricted Funds			
Pilgrim Support		293,588.60	
Total Charity Funds			**331,596.42**

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 2-4 to the financial statements. The notes on pages 33 to 39 form part of these financial statements.

Report and Financial Statements for the period ended 31st December 2022

Notes to the Financial Statements

Company Status

The charity is a company limited by guarantee, incorporated in England and Wales. The members of the company are the Trustees named on page Three. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. In the opinion of the Trustees there is no ultimate controlling party. The registered office is 83 Hastings Street Luton Bedfordshire LU1 5DN. The charitable company meets the definition of a public benefit entity under FRS 102.



1 Accounting policies

a. Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. There are no key judgements that the charitable company has made which have a significant effect on the accounts. The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. As a smaller charity, in accordance with SORP Update Bulletin 1, a statement of cash flows is not required.

b. Going concern

The Trustees have examined the charity's requirements for reserves in light of the main risks to the organisation. Trustees are committed to generating sufficient funds to support current organisational activities to meet the following requirements: Safeguarding the charity's service commitment in the event of delays in receipt of grants or other income. Providing a financial cushion against risk and future uncertainties. Resourcing the research and development of services and initiatives.

With the majority of the charity's funds coming from Public donations, this requires on-going work to ensure a pipeline of potential relationships and projects reach fruition. The lead time can be significant, so the trustees aim to have six to nine months running costs in reserves. Reserves are the unrestricted funds of the charity.

Total unrestricted funds at the year-end, 31st December 2022, were £293,588.60 These are represented by Gift aid, 10% admin charges, sponsorship funds, and donations raised to develop Pilgrim, we are thankful for the continued support from all our donors and supporters. Full details can be seen in the notes to the accounts.

Work to raise funds for both core costs and future project work remains a priority for the trustees and team. Whilst the external secure funding remains challenging, the trustees have a reasonable expectation that the charity remains a going concern for twelve months from signing these accounts.

For the financial year in question the charitable company was entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 relating to small companies. No members have required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

c. Reserves Policy

The Trustees established a reserves policy that is reviewed annually to ensure that the appropriate levels of reserves are maintained, and Pilgrim is able to continue to fund its activities without unnecessary disruption as a result of peaks and troughs in income.

The high reserves on the accounts are because of LaunchGood campaigns paying out in December 2022 and said funds were not yet allocated to any particular projects as at the end of December 2022. Staff base has changed and our focus on our website and content for Pilgrim Knowledge changed so our cost base has also increased. This is explained in more detail in the notes further down. We completed a successful budget plan for 2023, and do not anticipate to be in deficit and or transfer funds from restricted funds.

d. Accounting of funds:

All donations are considered unrestricted unless specifically stated by the donor. Unrestricted funds consist of funds which are directed and delegated to projects on merit and basis as decided by the CEO and Financial Director in accordance with the aims of the charity. Restricted funds are assigned by the donor, or the terms of the appeal, specified by a project. The donation and income deriving from them will be used in accordance with the specific purposes.

Pilgrim Support: Funds are unrestricted funds, these funds are used for marketing, operations and staff salaries. Unrestricted income is made up of 10% administrative charges from donations to the Umrah Fund and Pilgrim Knowledge. It is also supplemented by gift aid on eligible donations.

We also raise funds from sponsorships and general donations to help develop the Pilgrim project .The Fundraising department also uses funds from Pilgrim, to deliver fundraising projects, including staff development.

Pilgrim Knowledge: Funds are restricted funds; these funds are for the delivery of the programme and must only be used for the said purpose. Within Pilgrim Knowledge the funds are further restricted to £3,377.17 to the production of the Dua books, some of which has been used, and explained in note 5.

Umrah Fund: Funds are restricted funds; these funds are for the delivery of the Umrah fund programme and must only be used for the said purpose. Within the Umrah fund the funds are further restricted in two campaigns, Grieving Mothers £2,831 and Special Guests £3,254.23.



e. Resources expended

All expenditure is accounted for on an accruals basis and is recognised where there is a legal or constructive obligation to pay. Expenditure has been classified under headings that aggregate all costs related to that category.

Costs of generating funds: These are costs incurred in attracting voluntary income and those as stated below under the headings 'Costs of generating funds'.

Charitable activities: These are costs associated with delivery of programmes and development. These include both the direct costs and support costs relating to these activities.

Governance costs: These are costs associated with the governance arrangements of Pilgrim. Included within this category are strategic costs as opposed to the day-to-day management of Pilgrim.

Support costs: Support costs for a single activity are allocated directly to that activity. Where support costs relate to several activities, support costs have been allocated to each of the activities on the basis of the number of direct staff supported during the period in the relevant activity. Governance support costs are allocated on the basis of support activities provided on clearly interpreted governance matters.

f. Assets and depreciation

Previously when the charity has had tangible fixed assets these were stated at cost less depreciation. Depreciation was provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases: Furniture and fixtures 33.3% straight line Office equipment 33.3% straight line. All assets with a value of less than £1,000 are written off in the year of purchase. The charity's fixed assets have been fully depreciated.

g. Intangibles

Intangible assets represent the organisation's registered trademarks. They are stated at cost, less any impairment loss. The useful life of the trademark is estimated to be 10 years. They are amortised and tested for impairment annually where indicators of impairment are identified.

h. Cash and cash equivalents

Cash at bank and cash in hand includes non-interest-bearing accounts held at call with banks, and cash at hand.

i. Debtors

Debtors are measured at the settlement amount after any trade discount offered.

j. Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

k. Taxation

As a registered charity, the company is exempt from taxation of its income and gains to the extent they fall within the charity exemptions in the Corporation Taxes Act 2010 or Section 256 Taxation of Chargeable Gains Act 1992. The company is unable to recover Value Added Taxation charged on its purchases which is included in the related expense or asset in the accounts.

l. Volunteers

Pilgrim appreciates the hard work and dedication of its volunteers across the United Kingdom. Almost 100 volunteers engaged in a number of activities including campaigning and domestic programmes. The contribution of volunteers is not recognised in the accounts as it is impractical to value given the absence of a reliable measurement basis.



2

Programmes and Delivery

a. Salaries

Expenditure for salaries consist of six members of staff, with an average of £2,781.75 per month. Salaries include staff expenses, all of which are for the purpose of use in Pilgrim. Pilgrim pays the Fundraising and development team, Marketing and Operations team.

The number of employees with compensation between 0,000-10,000 > 6

The number of employees with compensation between £10,000 - £20,000 > 0

The number of employees with compensation between £20,000 - £30,000 > 0



b. Pilgrim Knowledge Team

Expenditure for Pilgrim Knowledge consists of, a programme manager, two full time video editors, admin officer and a specialist who optimises our YouTube content. We have spent a further £1,544.39 of the restricted funds earmarked for Dua books. Other costs include, speakers for the video content, articles and filming costs for the various series

We also began exploring an overhaul of our website which is the key product by which we deliver Pilgrim Knowledge. This included services from a lead designer and a junior designer.

c. Umrah Fund Team

Umrah Fund expenditure consists of one staff member. We did a successful cohort, in which we paid for volunteer expenses to help facilitate the trip to Umrah in April 2022. We also spent the balance total of restricted funds on our partnership with Muhsen for Special guests and a further collaboration with Yaseen youth tours which is explained in detail on page fourteen.

3

Raising Funds and Income Generation

a. Costs of generating funds

Expenditure on fundraising £52,575.77- this is primarily for support with fundraising, including adverts, purchase, payment to influencers and payment of marketing packages. The expenses also include costs in delivering fundraising campaigns, such as the sweets campaign and GivingTuesday, Boat race and our Ramadan campaign. Our Marketing costs also included revamping our social media presence, to do this we hired a Social media manager, and recruited a contractor to optimise our Youtube Channel.

4

Charity Operations

a) Other Costs: Subscription's packages increased to meet our needs as our organisation grew. Expenses are costs that are generally one off, such as training, any expenses of the CEO and subsistence costs, such as staff gifts/meals, any events we hold for our volunteers and or Donors such as our annual Iftar programme.

b) Part of the Expense was our Pilgrim Core Leadership Strategy retreat in Birmingham, taking place in August 2022. The aim of the retreat was to strategise our goals for the future, streamline staff to the legacy team and prepare for Ramadan 2023.

c) Another expense was a £35,000 investment in Kiings Claim Ltd. This is a 16 month investment with a 2x ROI expected. Kiings Claim is a limited company that carries out fleet services hire. Kiings Claims makes a monthly profit return to Pilgrim.

Expenses - 14,847.81
Rent - 2,350
Subscriptions - 7,913.53
Insurance - 462.08

Report and Financial Statements for the period ended 31st December 2022

Disclaimer

Whilst we take reasonable efforts to ensure that the information in this publication is accurate and up-to-date at the date of printing, Pilgrim does not make any representations, warranties or guarantees, whether express or implied, in respect of the accuracy, completeness or usefulness of the information. To the fullest extent permitted by applicable law, Pilgrim specifically disclaims any liability for errors, inaccuracies or omissions in this publication and for any loss or damage resulting from its use or your reliance upon it. Where this publication contains information from third-party sources, this information is provided 'as is' and should not be interpreted as any form of approval of its accuracy, completeness or usefulness by Pilgrim.

If this publication is translated in any other language, the English version shall always prevail in case of any discrepancy or inconsistency between the English version and any translation. The information and contents of this publication and any non-contractual disputes or claims that may arise from it are governed by English law. The exclusive jurisdiction of the courts of England and Wales will apply. thepilgrim.co

PILGRIM SUPPORT

England & Wales - Charity number 1188594

Accounts



Pilgrim

Annual Report 2021

Reference and Administrative Information

Charity Number - 1188594
Company Number - CE021162
Company Type - Charitable Incorporated Organisation
Country of Incorporation: United Kingdom
Country of Registration: England and Wales
Registered Address: 83 Hastings Street Luton LU1 5DN

Trustees

Trustees will usually serve for a term of three years and may be re-appointed for a second term.Trustees who served during the year and up to the date of this report were as follows:

Mohammed Shabbir Hassan - Chair of Trustees
Omar Salha
Khatija Sacranie

Executive Management Team

Zain Luqman Miah - Voluntary CEO
Afshanara Khanom- Finance and HR Director
Mohammed Adel Chowdhury - Pilgrim Knowledge
Mohammed Nur - Director of Fundraising
Shaykh Sajid Umar - Advisor to the CEO
Ustadh Farhan Mahmood - Advisor to the CEO
Mahboob Hussain - Advisor to the CEO

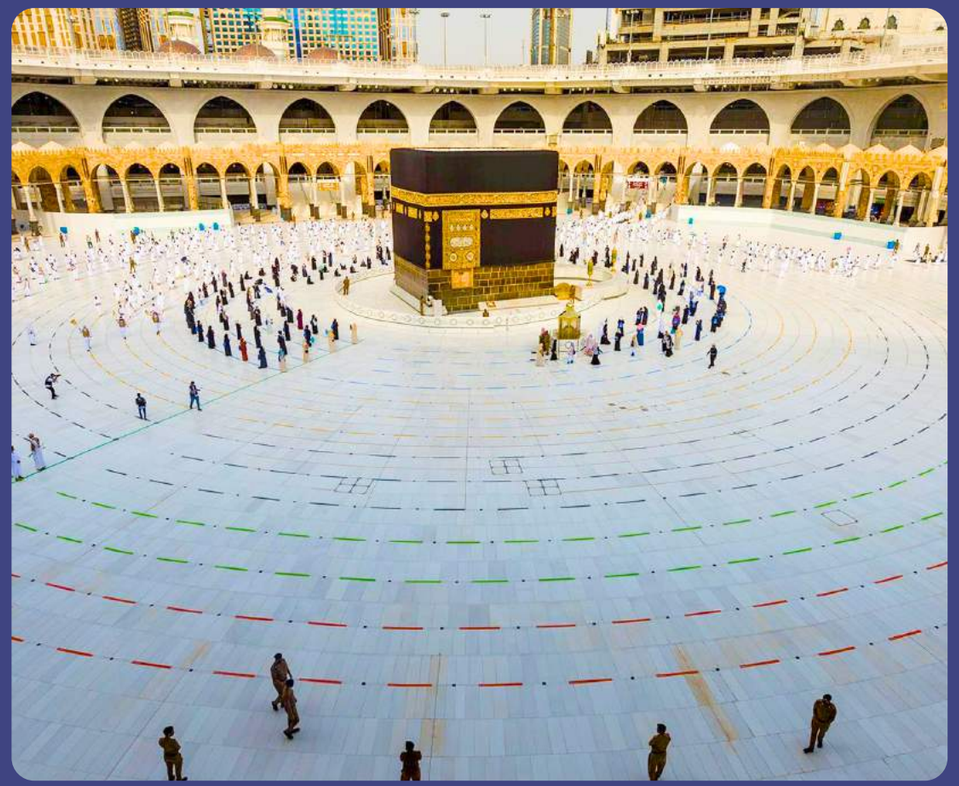
Bank

Metro Bank
One Southampton Row
London, WC1B 5HA

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1 Message from the Chair of Trustees
2 About Pilgrim
3 2021 comments
4 Fundraising and Income generation
4 Programmes
5 Internal Environment
6 Organisation priorities for 2022
7 Statement of trustee responsibilities
8 Financial Statements
9 Notes to financial statements
10 Partners and supporters

Report and Financial Statements for the period ended 31st December 2021



The trustees present their report and their independently examined financial statements for the charity year-end is 31st December 2021. The financial statements comply with the current statutory requirements, the memorandum of articles of association, the requirements of directors' report as required under company law and the statement of Recommended practice- Accounting and reporting by Charities.

In a year defined by tragic loss, global uncertainty and a deep longing to return back to spiritual normality in the holy lands, we were there for **43,835** Pilgrims who sought answers to questions about the Pilgrimage.

Thank you for supporting us in helping Muslims respond to the call of Prophet Ibrahim, peace be upon him.

Report and Financial Statements for the period ended 31st December 2021

Chief Executive's Statement

There is no doubt that the pandemic is one of the greatest challenges Pilgrims have faced in modern times. 2021 was a year of tragedy, loss, uncertainty, and heightened fear for the people we support. Many of the Pilgrims we support faced social, environmental, and economic crises when the spread of the virus put their lives in even greater danger. A virus that took millions of lives and wreaked economic havoc and stopped normal life in its tracks.

The pandemic continued to have a profound effect on Muslims who rely on the Pilgrimage as a sense of connection to the global Ummah. It restricted our operations, sometimes severely, and personally affected many of our staff, our donors and their families. Despite these challenges, we have stepped up to deliver virtual programmes to benefit the most vulnerable, created world class content and used precious time to build for the future.

I want to pay tribute to the dedicated staff and volunteers who have remained supporters with us through this pandemic. I also want to commend our programme teams for their adaptability, switching to new solutions when the more traditional ways of connecting with the haramain were cut off.

I am so proud to have been part of the Pilgrim especially in this year of trial. As the coronavirus pandemic plunged us all into danger and uncertainty, our teams went to unparalleled lengths to help Muslims navigatge the uncertain changes around acess to the Pilgrimage.

We delivered awareness and education in line with the pandemic response on top of our existing projects, which we could not have achieved without the public's selfless generosity at a time of real economic uncertainty.

Once again, we ask our Lord, to accept this from us. Indeed, You are the Hearing, the Knowing. May Allah continue to bless us with the means and the opportunity to serve this pillar of Islam sincerely and tirelessly, to the very best
of our ability.



Zain Luqman Miah
Voluntary Chief
Executive Officer

Report and Financial Statements for the period ended 31st December 2021



Message from the Chair of Trustees

In a year where so much has changed and so many people found themsleves in a state of worry and uncertainty, I am proud that Pilgrim was able to raise awareness, educate and build trust on guidance for Pillgrimage.

I am delighted to learn that the re-focussed it's attention at this time where it could not deliver on certain in person activities and instead agressively progressed on it's other online work. I am confident that in the coming year, Pilgrim will have completed it's huge milestone of collating the worlds largest collection of guidance for Pilgrimage.

I am thankful to the team for allowing me to play a part of this important work.

May Allah accept all our efforts and acts of worship.
Shabbir Hassan

Structure and Governance

Pilgrim is a charitable company, registered as a charity on 17th March 2020. The charity was established under a Charitable Incorporated Organisation (CIO). All Trustees and the CEO give their time voluntarily and receive no benefits from the charity. The Trustees review the aims, objectives and activities of the charity each year. This report looks at what the charity has achieved and the outcomes of its work for the year ending 31st December 2021. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it is set up to help.



Charity Objectives and aims

Pilgrim exists to advance the Islamic faith, religious practices and education for the public benefit throughout England and Wales. The promotion of religious harmony for the benefit of the public by promoting knowledge and mutual understanding and respect of the beliefs and practices of different religious faiths. the relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantages through the provision of support to enable religious pilgrimages.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set. The trustees are satisfied that Pilgrim ensures its work is for the public benefit.

Coronavirus

Adapting to the pandemic

The global pandemic mandated our fundraising team to assess the risks to our employees, supporters and volunteers. As lockdown restrictions changed throughout the year, we introduced phased approaches to when certain activities would have to be paused, delayed or changed across the UK. For those that were carried out we ensured they were done so safely, responsibly, in line with government guidance and where the risks associated with the activities could be properly managed.

This included an internal assessment on the following to ensure responsible fundraising:

- How to behave and interact safely with the public
- How to safeguard the public, staff and volunteers
- Undertaking a risk assessment

Fundraising Activities

Charity Sweet Jars

Our 4th Charity Sweet Jars campaign launched in April 2021. Selling out 5,000 jars in just 30 days, this proved to be our most successful Charity Sweet Jars campaign yet. We sought advertising through social media platforms, word of mouth and engaged local businesses to support us. Our largest asset of support remains our volunteers, of which 146 individuals supported the Charity Sweet Jars campaign this year. In total, volunteers sold 5,000 sweet jars raising a total of £17,347.50 for Pilgrim.



Al Noor Dragon Boat Race

The Al Noor Dragon Boat Race launched for its third year and Pilgrim scaled it's involvement in this project by increasing the number of boats to six. Our teams encouraged volunteers to raise money through sponsorships, with a minimum of £250 raised per fundraiser. This event had over 100 volunteers take part, with other charity organisations, and was a family fun event. The Al Noor Dragon Boat Race helped raise £20,084.97 of which funds were split between Umrah Fund and Pilgrim Knowledge.

Ramadan Challenge

Pilgrim took part in several external challenges which supported our fundraising capacity, This included LaunchGood's leaderboard contests for the most raised and most supporters. In doing so, Pilgrim recieved donation contributions.

We also hosted our first ever Team Jannah challenge which enabled donor to automate their giving for the month of Ramadan, of an amount of their choosing for the full thirty days. Pilgrim was able to identify key online influencers and volunteers who created their own content, helping to increase our digital presence and raise awareness of our Ramadan campaign. Together, Pilgrim was able to raise £10,822.87 of restricted funds for Pilgrim and a further £18,977.22 for Pilgrim Knowledge.

Dhul Hijjah

Dhul Hijjah is the second busiest month for Pilgrim. Our focus this year was aimed at delivering guidance and information around the major Pilgrimage.

To supplement an organic fundraising effort, Pilgrim tried to use a mix of marketing and donor engagement touchpoints to support its Knowedge Corner. Some examples include direct emails followed by timely SMS, social media updates and facebook ads. Pilgrim campaigns also featured on all our social media platforms (Facebook, Instagram, and Twitter) where we engage in open dialogue with our audience through daily posts and uploads.



GivingTuesday

GivingTuesday is an international day of giving that started in 2012 as a response to increased commercialisation and consumerism.

GivingTuesday on LaunchGood is a contest meant to showcase Muslim generousity on by providing charities and projects the opportunity to win boosts by taking part in time based challenges. Pilgrim took part by setting up it's own contest which saw volunteers placed into teams and incentivised with prizes to seel as many sponsored videos as possible.

Volunteers were tasked to sell out as many videos within a 24 hour period. Keen sponsors in the community had a chance to cover the costs of scripting, filming, editing and marketing of education videos. Sponsors received an in kind name attribution for each sponsorship. In total, volunteers sold 100+ videos raising Pilgrim a total of £21,900.

Report and Financial Statements for the period ended 31st December 2021

Programmes

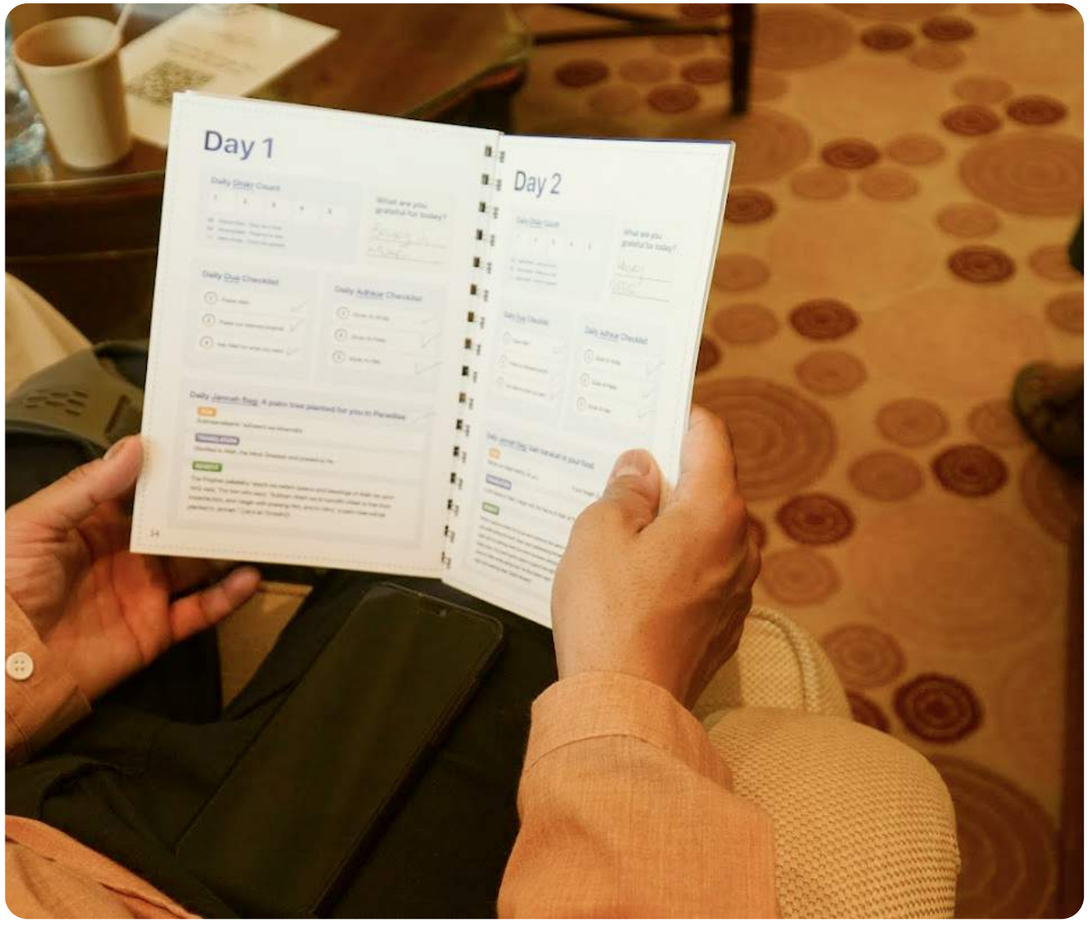
Umrah Fund

The Umrah Fund aims to help Muslims that have faced or are facing immense hardship and trauma. Amongst our Pilgrims are people who have dealt with mental health issues, domestic abuse, intense trauma and hardship due to bereavement and other traumatic life events. The Umrah Fund facilitates for our Pilgrims the opportunity to experience Umrah, which they normally would not have been able to undertake due to varying restrictions in their lives, ranging from being physical and spiritual in nature. Due to COVID-19 Travel restrictions, we were unable to take the pilgrims of the 2021 Cohort.

We are monitoring the situation closely and, as soon as it is safe for us to travel, we will be organising the trip. The Umrah Fund Team are working on delivering a more robust programme, from the nomination process to post Umrah trip, Part of this is creating a version two of the Pilgrim Diary which is used on the Umrah Fund journey for Pilgrims to reflect and measure their own development.



Report and Financial Statements for the period ended 31st December 2021



Programmes

Pilgrim Knowledge

During 2021, our priority for Pilgrim Knowledge was to build on our evergreen content for Pilgrim Knowledge question and answer videos. We are delighted that in 2021 alone, we were able to research, script, film, edit publish a further 108 videos to our channels and website. This was a three-fold increase on the previous year.

Furthermore, we also published 102 content articles on our Website. We also focussed some of our content to connect with the pandemic and changes/adaptations made as a result to the Pilgrimage.

Our site optimisation and content commitment started to pay off as we saw increases in our audience attendance and viewership across our digital community. In January 2021, our website averaged just 15 visitors per day at the maximum and by December 31st 2021, our website averaged a 10x audience acquisition, putting our daily average of unique visitors to 235.

Report and Financial Statements for the period ended 31st December 2021



Team Changes

Staffing and Executive Team

The charity implemented a new team structure with four new senior roles; Director for Pilgrim Knowledge, Fundraising and Development Director, Head of Marketing and Finance Director. Pilgrim had carried out a recruitment drive in November 2020 and recruited 11 members of staff across various departments. The charity at the time of this report employs fifteen part time and one full time staff members across four countries.

Key actions such as the review of all charity's policies and procedures took place to further protect the charity, its staff and beneficiaries. As with any examination of risks, this is a continuing piece of work for the charity.

Report and Financial Statements for the period ended 31st December 2021

Organisational Priorities

For 2022





Umrah Fund

As we were unable to deliver our Umrah Fund programme for 2021 our intention is to continue our delivery in 2022. By then, we are hopeful that health requirements and conditions around the pandemic will be more accomodating.

Should we recieve safe passage to take Pilgrims to Pilgrimage, our intention is to begin the process of delivering our 4th Umrah Fund in May 2022 and also begin distributing funds for our Special Guests Umrah by the end of the year.

Pilgrim hopes to build on it's existing programme and explore ways to cater to Pilgrims who have also been impacted by the pandemic. For this reason, we will also be releasing another nomination round to add new Pilgrims to our next Umrah Fund programme.

Pilgrim Knowledge

The pandemic has allowed us to focus on an agressive progression plan for Pilgrim Knowledge. We are confident that in the coming year we will have completed 90% of our 2019 mission to answer 300 questions which answer the most burning questions Pilgrims have.

2022 also presents us an opportunity to re-explore our website and work towards making it a better, faster and more versatile experience for Pilgrims. Our goal remains to equip Pilgrims with answers to Pilgrimage questions in a fast, free accessible way.

We also intend to continue working towards delivering our Dua Supplications book which is at this time behind schedule due to requiring addiitonal reviews from local scholars. We aim to send this to print by the end of December 2022.

Trustee Responsibilities

Statement

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards FRS 102. Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the year. In preparing those financial statements, the Trustees are required to select suitable accounting policies and then apply them consistently; Observe the methods and principles in the Charities SORP, make judgements and estimates that are responsible and prudent; state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; prepare the financial statements on the going-concern basis unless it is inappropriate to presume that the charity will continue in business. The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and which enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. In so far as the Trustees, individually, are aware: there is no relevant audit information of which Charities auditor is unaware; and, the Trustees have taken all steps that ought to have been taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' annual report which includes the strategic report has been approved by the trustees on **25th August 2022** and signed on their behalf by:

Afshanara Khanom, Finance and HR Director

Report and Financial Statements for the period ended 31st December 2021



Financial Review

Pilgrim Knowledge

The Financial period is over a ten-month period from March 2021 to 31st December 2021.

The high reserves on the accounts are due to the organisation not being able to deliver the Umrah fund project due to travel restrictions imposed by by the Saudi Government, and the UK Government due to COVID-19. Staff base increased and thus baseline supplier cost for tools and resources also increased. This is further explained in detail in our statement notes. Pilgrim further recieved funds from a successful GivingTuesday campaign. The leadership team has completed a successful budget plan for 2021, and do not anticipate to be in deficit nor need to dip into any reserve funds. Pilgrim operates a zero tolerance approach to using restricted funds for any activity other than that which it was intended for.

Report and Financial Statements for the period ended 31st December 2021

Financial Accounts

Statement of Financial activities for year-end 31st December 2021

		Unrestricted £	Restricted £	Total £	2020
	Notes				
Income from					
Pilgrim Support	1DA	114,050.17	-	114,050.17	107,707.72
Pilgrim Knowledge	1DB	-	40,847.50	40,847.50	29,745.70
Umrah Fund	1DC	-	2,190.59	2,190.59	102,718.0
Total Income		114,050.17	43,038.09	157,088.26	240,171.42
Expenditure					
Salaries (Support costs)	2A	26,887.82	-	26,887.82	17,909.64
Fundraising (Costs of generating funds)	3A	32,290.56	-	32,290.56	10,353.70
Marketing (Charitable activities)	2B/3B	11,752.84	-	11,752.84	-
Knowledge (Charitable activities)	2B	-	35,640.24	35,640.24	9,841.52
Umrah Fund (Charitable activities)	2C	-	5,020.28	5,020.28	13,223.42
Subscriptions (Governance costs)	4D	8,062.14	-	8,062.14	2,487.58
Volunteers		-	-	-	300.00
Rent	4C	4,607.00	-	4,607.00	1,400.00
Insurance (Governance costs)	4E	462.08	-	462.08	435.00
Website (Charitable activities)	2B	3,000.51	-	3,000.51	2,889.37
Expenses	4B	13,139.44	-	13,139.44	3,168.42
Total Expenditure		100,202.39	40,660.52	140,862.91	62,008.65
Net Income/ expenditure		13,847.78	2,377.57	16,225.35	178,162.77
for the year					
Reconciliation of Funds					
Total Funds B/F		68,764.01	109,398.76		
Total Funds C/D		82,611.79	111,776.33	194,388.1	178,162.77

Report and Financial Statements for the period ended 31st December 2021

Balance Sheet

Balance Sheet as of 31st December 2021

		£	£
	Notes		
Current Assets			
Debtors			
Cash in Bank and in hand		194,388.12	
Liabilities			
Creditors: amounts falling due within year			
Net current assets			
Total Net assets			194,388.12
The funds of the charity			
Restricted Funds			
Umrah Fund		86,664.89	
Pilgrim Knowledge		25,111.44	
			117,454.05
Unrestricted Funds			
Pilgrim Support		82,611.79	
Total Charity Funds			194,388.12

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 2-5 to the financial statements. The notes on pages 12 to 13 form part of these financial statements.

Report and Financial Statements for the period ended 31st December 2021

1

Notes to Financial Statements

a) Statutory information

The charity is a company limited by guarantee, incorporated in England and Wales. The members of the company are the Trustees named on page one. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. In the opinion of the Trustees there is no ultimate controlling party. The registered office, which is the same as its principal place of business is 7 Elver Gardens London E2 7AZ. The charitable company meets the definition of a public benefit entity under FRS 102.



The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. There are no key judgements that the charitable company has made which have a significant effect on the accounts. The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note

As a smaller charity, in accordance with SORP Update Bulletin 1, a statement of cash flows is not required.

b) Going Concern

The Trustees have examined the charity's requirements for reserves in light of the main risks to the organisation. Trustees are committed to generating sufficient funds to support current organisational activities to meet the following requirements: Safeguarding the charity's service commitment in the event of delays in receipt of grants or other income. Providing a financial cushion against risk and future uncertainties. Resourcing the research and development of services and initiatives.

With the majority of the charity's funds coming from public donations, this requires on-going work to ensure a pipeline of potential relationships and projects reach fruition. The lead time can be significant, so the trustees aim to have six to nine months running costs in reserves. Reserves are the unrestricted funds of the charity.

Total unrestricted funds at the year-end, 31st December 2021, were £68,764.01 These are represented by Gift aid, 10% admin charges, sponsorship funds, and donations raised to develop Pilgrim, we are thankful for the continued support from all our donors and supporters. Full details can be seen in the notes to the accounts.

Work to raise funds for both core costs and future project work remains a priority for the trustees and team.

Whilst the external secure funding remains challenging, the trustees have a reasonable expectation that the charity remains a going concern for twelve months from signing these accounts.

For the financial year in question the charitable company was entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 relating to small companies. No members have required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

c) Reserves Policy

The Trustees established a reserves policy that is reviewed annually to ensure that the appropriate levels of reserves are maintained, and Pilgrim is able to continue to fund its activities without unnecessary disruption as a result of peaks and troughs in income.

The high reserves on the accounts are because we could not deliver the Umrah fund project due to travel restrictions that were put in place by the Saudi Government, and the UK Government because of COVID-19. Staff base has changed and our focus on our website and content for Pilgrim Knowledge changed so our cost base has also increased. This is explained in more detail in the notes further down. We completed a successful budget plan for 2022, and do not anticipate to be in deficit and or transfer funds from restricted funds.



d) Accounting of funds

All donations are considered unrestricted unless specifically stated by the donor. Unrestricted funds consist of funds which are directed and delegated to projects on merit and basis as decided by the CEO and financial director in accordance with the aims of the charity. Restricted funds are assigned by the donor, or the terms of the appeal, specified by a project. The donation and income deriving from them will be used in accordance with the specific purposes.

Pilgrim Support - Pilgrim Support Funds are unrestricted funds, these funds are used for marketing, operations and staff salaries. Unrestricted income is made up of 10% administrative charges from donations to the Umrah Fund and Pilgrim. It is also supplemented by gift aid on eligible donations. We also raise funds from sponsorships and general donations to help develop the Pilgrim project .The Fundraising department also uses funds from Pilgrim, to deliver fundraising projects, including staff development.

Pilgrim Knowledge - Pilgrim Knowledge funds are restricted funds; these funds are for the delivery of the programme and must only be used for the said purpose. Within Pilgrim Knowledge the funds are further restricted to £3,377.17 to the production of the Dua books, some of which has been used, and explained in note 2B.

Umrah Fund - Funds are restricted funds; these funds are for the delivery of the Umrah fund programme and must only be used for the said purpose. Within the Umrah fund the funds are further restricted in two campaigns, Grieving Mothers £2,831 and Special Guests £15,279.23.

e) Resources expended

All expenditure is accounted for on an accruals basis and is recognised where there is a legal or constructive obligation to pay. Expenditure has been classified under headings that aggregate all costs related to that category.

Costs of generating funds: These are costs incurred in attracting voluntary income and those as stated below under the headings 'Costs of generating funds'.

Charitable activities: These are costs associated with delivery of programmes and development. These include both the direct costs and support costs relating to these activities.

Governance costs: These are costs associated with the governance arrangements of Pilgrim. Included within this category are strategic costs as opposed to the day-to-day management of Pilgrim.

Support costs: Support costs for a single activity are allocated directly to that activity. Where support costs relate to several activities, support costs have been allocated to each of the activities on the basis of the number of direct staff supported during the period in the relevant activity. Governance support costs are allocated on the basis of support activities provided on clearly interpreted governance matters.

f) Resources expended

Previously when the charity has had tangible fixed assets these were stated at cost less depreciation. Depreciation was provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases: Furniture and fixtures 33.3% straight line Office equipment 33.3% straight line. All assets with a value of less than £1,000 are written off in the year of purchase. The charity's fixed assets have been fully depreciated.

g) Intangibles

Intangible assets represent the organisation's registered trademarks. They are stated at cost, less any impairment loss. The useful life of the trademark is estimated to be 10 years. They are amortised and tested for impairment annually where indicators of impairment are identified.

h) Cash and cash equivalents

Cash at bank and cash in hand includes non-interest-bearing accounts held at call with banks, and cash at hand.

i) Debtors

Debtors are measured at the settlement amount after any trade discount offered.

i) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.



j) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party, and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

k) Taxation

As a registered charity, the company is exempt from taxation of its income and gains to the extent they fall within the charity exemptions in the Corporation Taxes Act 2010 or Section 256 Taxation of Chargeable Gains Act 1992.

The company is unable to recover Value Added Taxation charged on its purchases which is included in the related expense or asset in the accounts.

l) Volunteers

Pilgrim appreciates the hard work and dedication of its volunteers across the United Kingdom. Almost 200 volunteers engaged in a number of activities including campaigning and domestic programmes. The contribution of volunteers is not recognised in the accounts as it is impractical to value given the absence of a reliable measurement basis.

Report and Financial Statements for the period ended 31st December 2021

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Programmes and Delivery

a) Salaries

Expenditure for salaries consist of 8 members of staff, with an average of £2,240.65 per year. Salaries include staff expenses, all of which are for the purpose of use in Pilgrim. Pilgrim pays the Fundraising and development team, Marketing and Operations team.

8 > The number of employees with compensation between £0,000-£10,000

0 > The number of employees with compensation between £10,000 - £20,000

0 > The number of employees with compensation between £20,000 - £30,000



b) Pilgrim Knowledge team

Expenditure for Pilgrim Knowledge includes any and all costs relating to research, scripting, filming and curating of content that makes up our core Knowledge products.

In 2021, the Pilgrim Knowledge team consisted of a programme manager, two full time video editors, an admin officer and a specialist who optimises our YouTube content. We have spent a further £1,500 of restricted funds to begin the curation of the supplications dua book (A Pilgrims Prayer). The department also incurred some miscellaneous scheduled costs such as scholar and speakers fees and filming.

We also began exploring an overhaul of our Pilgrim website which is the channel through which we deliver Pilgrim Knowledge. Our website continues to attract thousands a month but suffers from low speeds, bugs, errors and also a bad user experience. Our goal is to improve this over the coming year to ensure a seamless learning experience where Pilgrims can find the answers they need.

b) Umrah Fund team

This years Umrah Fund expenditure consists of three staff members. This was made up of two support officers and a programme manager. Other expenditures this year have included email software and expenses related to surprising the Pilgrims for the 2020 Cohort which was necessary to continue running the programme. As stated in our update in this years Annual Report we did not incur any expenditure by way of taking Pilgrims on the programme itself.

3

Raising Funds and Income Generation

a) Costs of generating funds

Expenditure on fundraising amounted to £32,290.56 in 2021. This primarily included fundraising support, online and offline advertising, ehtpurchase of marketing packages and any incurred expenses for events led by Pilgrim for the purpose of fundraising. Expenses also included costs of delivering fundraising campaigns, such as Charity Sweet Jars, GivingTuesday and the Al Noor Boat Race.

Report and Financial Statements for the period ended 31st December 2021



4

Charity Operations

a) - In this section is a breakdown of other costs, subscription's packages were increased, to meet our needs as our organisation grew. Expenses are costs that are generally one off, such as training, any expenses of the CEO and subsistence costs, such as staff gifts/ meals, any events we hold for our volunteers and or Donors such as our annual Iftar programme.

b) - Part of the Expense was our Pilgrim Strategy retreat, in December 2021. The aim of the retreat was to strategise our goals for the future.

Expenses - £13,139.44
Rent £4,607.00
Subscriptions - £8,062.14
Insurance - £462.08

5

Partners and Supporters

We'd like to thank our volunteers, sponsors and partners who supported us in 2021.

We acknowledge and apprecaite that the mission we strive for could not have been achieved or progressed towards without the kindness, generousity and efforts of all those who have supported us.

a) Sponsors

1. Burgers LDN
2. Pacha Drinks
3. Quakers Street
4. Toolbox
5. Smash burgers
6. Pro Vehicles
7. SweetZone
8. Pagani
9. Partiloons
10. Nikkah Co.
11. Q Iman

b) Partners

1. Ikhwa Dawah Group London
2. Adana
3. Hasan Hajj Tours

c) Vendors

1. Cereal Box



Disclaimer

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Where this publication contains information from third-party sources, this information is provided ‘as is’ and should not be interpreted as any form of approval of its accuracy, completeness or usefulness by Pilgrim.

If this publication is translated in any other language, the English version shall always prevail in case of any discrepancy or inconsistency between the English version and any translation.

The information and contents of this publication and any non-contractual disputes or claims that may arise from it are governed by English law. The exclusive jurisdiction of the courts of England and Wales will apply.

thepilgrim.co

PILGRIM SUPPORT

England & Wales - Charity number 1188594

Accounts



Pilgrim

Annual Report

2020







Report and Financial Statements for the period ended 31st December 2020

Charity Number 1188594
Company Number CEO21162

Reference and Administrative Information

Charity Number: 1188594
Company Number: CE021162
Company Type: Charitable Incorporated Organisation
Country of Incorporation: United Kingdom
Country of Registration: England and Wales
Registered Address: 7 Elver Gardens London E2 7AZ
Office Address: 255-259 Commercial Road, E1 2BT

Trustees

Trustees who served during the year and up to the date of this report were as follows:

Mohammed Shabbir Hassan - Chair of Trustees
Omar Salha
Khatija Sacranie

Executive Management Team

Zain Luqman Miah - Voluntary CEO
Afshanara Khanom- Finance and HR Director
Mohammed Adel Chowdhury - Pilgrim Knowledge
Mohammed Nur - Director of Fundraising
Shaykh Sajid Umar - Advisor to the CEO
Ustadh Farhan Mahmood - Advisor to the CEO

Consultants

Jamal Ahmed, Kazient Privacy Limited
ArcheType - Ruh Al Alam

Bank

Metro Bank

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Report and Financial Statements for the period ended 31st December 2020

Message from our Founder

We look back on 2020 as an extraordinary year for us all. It was a year in which the Covid-19 pandemic killed hundreds of thousands of people and wreaked economic havoc, decimating livelihoods and stopping normal life in its tracks. As this Annual Report and Financial Statements record, 2020 was also an extraordinary year for Pilgrim – a year of huge challenges and yet also one of significant achievements in the face of adversity.

The pandemic has had a profound effect on Muslims who rely on the Pilgrimage as a sense of connection to the global Ummah. It restricted our operations, sometimes severely, and personally affected many of our staff, our donors and their families. Despite these challenges, we have stepped up to deliver virtual programmes to benefit the most vulnerable, created world class content and used precious time to build for the future.

I want to pay tribute to the dedicated staff and volunteers who have remained supporters with us through this pandemic. I also want to commend our programme teams for their adaptability, switching to new solutions when the more traditional ways of connecting with the haramain were cut off.

It is my biggest privilege to have taken up the position of Voluntary CEO of Pilgrim since 2017. I owe a debt of gratitude to my family, who sacrifice their time with me, and to the staff at Pilgrim who work relentlessy to carry the baton from a call made in the baron dessert thousands of years ago.

After a year of waiting and wandering, it is estimated that in the coming year over 5 million Muslims will embark on a journey to the house of Allah, seeking His pleasure. For each one of those Muslims, we hope to be a source inspiration and a source of answer. And for the 100+ Million who are yet to embark on this journey of a lfietime, we aim to provide them the tools and guidance they need to ease the barriers that stop them from responding to the call of our forefather, prophet ibrahim, peace be upon him.

Our Lord, accept this from us. Indeed, You are the Hearing, the Knowing. May Allah continue to bless us with the means and the opportunity to serve this pillar of Islam sincerely and tirelessly, to the very best of our ability.



Zain Luqman Miah
Founder, Pilgrim



Message from the Chair of Trustees

At Pilgrim, the team has been busy as always putting together excellent resources and materials for all Pilgrims, past and present. I am particularly excited by the many episodes we have professionally recorded with esteemed scholars. Some of these videos are part of an entire series which will be available to all, and others are for Q&A videos related to Hajj & Umrah. We have also been working on a few books, one of which I have had the pleasure of contributing to myself on dua's that every Pilgrim must know! I am really looking forward to sharing this with you all. Please keep us in your humble prayers.

May Allah accept all our efforts and acts of worship.

Shabbir Hassan

Structure and Governance

The trustees would like to present their report and their independently examined financial statements for the charity year-end as of 31st December 2020. This is the first year we are obliged to report to the Charities Commission and thus have completed our report. References and administrative data are set out on page three and form part of this report. The financial statements comply with current statutory requirements, the memorandum of articles of association and the requirements of directors' report as required under company law and the statement of Recommended practice.

Structure, Governance and Management

Pilgrim is a charitable company, registered as a charity on 17th March 2020. The charity was established under a Charitable Incorporated Organisation (CIO). CIO is a corporate form of business designed for (and only available to) charitable organisations in the United Kingdom. All Trustees and the CEO gave their time voluntarily and received no benefits from the charity between 2019 and 2020. Any expenses reclaimed from the charity are set out in the notes to the accounts. The Trustees review the aims, objectives and activities of the charity each year. Trustees are appointed for three years terms and may be re-appointed for another term.

This report discusses what the charity has achieved and the outcomes of its work for the year ending 31st December 2020. The Trustees report the success of each key activity and the benefits the charity has brought to those groups of people that it set up to help. This report also helps the Trustees ensure the charity aims, objectives and activities remain focused on its stated purposes.

Charity Objectives and Activities

Pilgrim exists to advance the Islamic faith, religious practices and education for the public benefit throughout England and Wales. The promotion of religious harmony for the benefit of the public by promoting knowledge and mutual understanding and respect of the beliefs and practices of different religious faiths. the relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantages through the provision of support to enable religious pilgrimages.

The trustees have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the charity's aims and objectives and in planning its future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives that have been set. The trustees are satisfied that Pilgrim ensures its work is for the public benefit.

Fundraising Activities

Due to COVID-19, all offline planned fundraising activities were postponed or cancelled. This forced the team to think of alternative ways to fundraise, mainly using digital platforms.

Charity Sweet Jars

The charity sweet jar campaign was launched in May 2020 for the second year running and was very successful, selling out within a month. We advertised through social media platforms, word of mouth, and had some local businesses help us sell them.

Ramadan 2020

As a faith-based charity, we look to raise funds during Ramadan, as Muslims around the world are more charitable during this time. We used the opportunities offered by our fundraising platform LaunchGood to raise money. As part of this, we entered competitions to win the most unique donors and/or to raise the most money on said days. By doing so, we received prize money that contributed to Pilgrim.

Snowdon Trek

Upon lifting the lockdown in June 2020, Pilgrim took a group to the summit of Mount Snowdon, where we encouraged individuals to raise money through sponsorships, with a minimum of £250 raised per fundraiser. This was a first-for-Pilgrim event



GivingTuesday 2020

GivingTuesday is an international day of giving that began in 2012 in response to increased commercialization and consumerism. GivingTuesday on LaunchGood aims to promote Muslim giving on GivingTuesday by providing campaign creators with the opportunity to harness the power of social media and the generosity of Muslims around the world to create positive change in their communities.

As part of this, Pilgrim ran its own internal competition to raise the most funds and have the most unique supporter base. Sponsorship funds paid for the prizes for the inhouse competitions, and everyone involved had a great time. Pilgrim won for the most unique supporters challenge and winning prizes were allocated to programmes run by Pilgrim including Umrah Fund and Pilgrim Knowledge.



Delivery Programmes

Umrah Fund

The Umrah Fund aims to help Muslims that have faced or are facing immense hardship and trauma. Amongst our Pilgrims are people who have dealt with mental health issues, domestic abuse, intense trauma and hardship due to bereavement and other traumatic life events. The Umrah Fund facilitates for our Pilgrims the opportunity to experience Umrah, which they normally would not have been able to undertake due to varying restrictions in their lives, ranging from being physical and spiritual in nature.

Due to COVID-19 Travel restrictions, we were unable to take the pilgrims of the 2020 Cohort. We are monitoring the situation closely and, as soon as it is safe for us to travel, we will be organising the trip. The Umrah Fund Team are working on delivering a more robust programme, from the nomination process to post Umrah trip, Part of this is creating a Pilgrim Diary that is used through the whole journey for them to reflect on their own selves and see how they have developed.

Report and Financial Statements for the period ended 31st December 2020

Pilgrim: Najma Rehman

Najma came to the UK after getting married. Shortly after, Allah (swt) blessed her with one daughter who was to be her only child. Some time later, her husband passed away and the only family Najma was left with was their daughter. However, she cut ties with her and Najma was left to live alone.

Najma's health started to deteriorate and she underwent an operation to replace her knee. She also suffered a fall, which required treatment for her shoulder and hand. Due to her ill health and living alone, she requires carers to help look after her and is currently awaiting surgery for her second knee replacement.

At almost 60 years of age, Najma has been through some very testing times over the years. Despite her health problems, Najma yearned to visit the House of Allah as she never had the opportunity to go with her husband. With no other family in the UK, it seemed her dream would never be fulfilled.

Alhamdulillah, with your support, Najma was finally able to fulfil her lifelong dream of performing Umrah, which at one point for her seemed impossible. The trip was a very emotional but positive experience for Najma and she is very grateful for having the opportunity to visit Allah's (swt) House through the Pilgrim Umrah Fund Programme.





Pilgrim: Abu-Afzal Miah

When Afzal's wife miscarried their fourth child in a row, he went totally silent. Unable to open up about his pain, he remained a pillar of love and strength for his wife who struggled to come to terms with the trauma she had repeatedly suffered.

Afzal went quiet when he was told that their baby had no heartbeat at his wife's 5 month scan. He just held his wife who cried in disbelief at the devastating news they had just lost their fourth child.

Despite the pain of losing multiple children at the young age of 29, Afzal displayed a true example of a loving, compassionate and understanding husband who showed maturity beyond his years. He remained strong in his wife's presence and has been her biggest supporter throughout their ordeal.

Afzal was accepted on to the Umrah Fund Programme, which proved to be a very beneficial and rewarding experience for him. Prior to joining the programme, Afzal wasn't sure if he had a good connection with Allah (swt) and felt there was room for improvement in terms of performing his salah more regularly.

Since returning, Afzal feels his connection with Allah (swt) is stronger and prays his salah consistently now. He's also grown in confidence and has learned that it's not too late to make positive changes in his life.

Report and Financial Statements for the period ended 31st December 2020



Delivery Programmes

Pilgrim Knowledge

By the end of 2020, Pilgrim had produced and published 39 FAQ videos, including female-focused content, and had also filmed a full Hajj preparatory course, Objectives of Hajj. In addition to this, Pilgrim delivered a series of free, online webinars during Dhul Hijjah covering topics such as the legacy of Ibrahim and Hajar (peace be upon them), a historical walk through the Haram, and the final sermon of the Prophet Muhammad (peace be upon him).

This video content is hosted online via Pilgrim's website and a dedicated YouTube page which amassed over 1.73k subscribers in its first year. 2020 also saw the inaugural Ramadan, Hajj and Winter Quiz events designed to share knowledge about Islam and pilgrimage to families in a fun and interactive way. These events were hugely popular attracting a total of over 2000 registrations and hundreds of live participants. Pilgrim has engaged with a wide variety of scholars, educators and presenters in developing and producing content. This includes Imams, historians, and both male and female scholars in order to present its content through different perspectives and cater to the diversity of its audience.

Report and Financial Statements for the period ended 31st December 2020



Internal Environment

The charity implemented a new team structure with four new senior roles, a Director of Pilgrim Knowledge, Director of Fundraising and Development, Head of Marketing and Director of Finance and HR. Pilgrim had a successful recruitment drive in November 2020 and recruited 11 members of staff across various departments. The charity at the time of this report employs fifteen part time and one full time staff members across four countries.

The trustees with the team worked on its approach to risk management during the year. Key actions such as the review of all charity's policies and procedures took place to further protect the charity, its staff and beneficiaries. As with any examination of risks, this is a continuing piece of work for the charity.

Report and Financial Statements for the period ended 31st December 2020

Priorities for 2021



Umrah Fund 2020

The Umrah Fund aims to provide assistance to Muslims who have faced or are facing hardships and trauma. Some of our Pilgrims have dealt with mental health issues, domestic abuse, bereavement, and other traumatic life events. The Umrah Fund enables our pilgrims to undertake Umrah that they wouldn't have been able to undertake due to physical and spiritual limitations.

COVID-19 Travel restrictions prevented us from taking pilgrims from the 2020 cohort. We are working on developing a more robust Umrah Fund programme, from the nomination process through the post-Umrah travel. This involves creating a Pilgrim Diary that is used throughout the journey to reflect on one's own self and measure their development.

In 2020, Pilgrim Trustees shortlisted and approved 15 applications from 80 nominations. Participants are expected to join the next programme as soon as COVID-19 restrictions ease.



Pilgrim Knowledge

Pilgrim aims to build the largest, English-language, education platform and source of instructional knowledge for Hajj and Umrah in the world. This embodies our vision to provide instant guidane to Muslims worldwide on the fifth Pillar of Islam.

In 2020, we continued to publish content across various forms (videos, podcasts, courses, articles etc.) and becoming official education partners to Hajj agencies, and industry-relevant organisations across the UK. At the time of writing, Pilgrim has curated over 100 pieces of unique content which is accessible for the public to take benefit from. Pilgrim Knowledge inspires Muslims to actively work towards making the pilgrimage with the tools, information and education they need to ensure this journey are transformative, uplifting, and ultimately pleasing to Allah.

Pilgrim has also commissioned dedicated books on Hajj, Umrah and supplications for the pilgrimage which are due to be published at the end of 2021.

Statement of Trustee Responsibilities

The Trustees are responsible for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards FRS 102. Company law requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the state of the affairs of the charitable company and of the incoming resources and application of resources, including the income and expenditure, of the charitable company for the year. In preparing those financial statements, the Trustees are required to select suitable accounting policies and then apply them consistently; Observe the methods and principles in the Charities SORP, make judgements and estimates that are responsible and prudent; state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; prepare the financial statements on the going-concern basis unless it is inappropriate to presume that the charity will continue in business. The Trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and which enable them to ensure that the financial statements comply with the Companies Act 2006.

They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. In so far as the Trustees, individually, are aware: there is no relevant audit information of which Charities auditor is unaware; and, the Trustees have taken all steps that ought to have been taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website.

Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

The trustees' annual report which includes the strategic report has been approved by the trustees on **15th September 2021** and signed on their behalf by:

Afshanara Khanom, Finance and HR Director



Financial Review

The Financial period is over a ten-month period from March 2020 to 31st December 2020.

The high reserves on the accounts are due to the organisation not being able to deliver the Umrah fund project due to travel restrictions imposed by by the Saudi Government, and the UK Government due to COVID-19. Staff base increased and thus baseline supplier cost for tools and resources also increased. This is further explained in detail in our statement notes. Pilgrim further recieved funds from a successful GivingTuesday campaign. The leadership team has completed a successful budget plan for 2021, and do not anticipate to be in deficit nor need to dip into any reserve funds. Pilgrim operates a zero tolerance approach to using restricted funds for any activity other than that which it was intended for.

Report and Financial Statements for the period ended 31st December 2020



Reserves Policy and Going Concern

The Trustees have examined the charity's requirements for reserves in light of the main risks to the organisation. Trustees are committed to generating sufficient funds to support current organisational activities to meet the following requirements: Safeguarding the charity's service commitment in the event of delays in receipt of grants or other income. Providing a financial cushion against risk and future uncertainties. Resourcing the research and development of services and initiatives

The Trustees established a reserves policy that is reviewed annually to ensure that the appropriate levels of reserves are maintained, and Pilgrim is able to continue to fund its activities without unnecessary disruption as a result of peaks and troughs in income.

With the majority of the charity's funds coming from Public donations, this requires on-going work to ensure a pipeline of potential relationships and projects reach fruition. The lead time can be significant, so the trustees aim to have six to nine months running costs in reserves. Reserves are the unrestricted funds of the charity.

Total unrestricted funds at the year-end, 31st December 2020, were £56,653.70
These are represented by Gift aid, 10% admin charges, sponsorship funds, and donations raised to develop Pilgrim, we are thankful for the continued support from all our donors and supporters. Full details can be seen in the notes to the accounts.

Work to raise funds for both core costs and future project work remains a priority for the trustees and team. Whilst the external secure funding remains challenging, the trustees have a reasonable expectation that the charity remains a going concern for twelve months from signing these accounts.

For the financial year in question the charitable company was entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 relating to small companies. No members have required the charitable company to obtain an audit of its accounts for the year in question in accordance with section 476 of the Companies Act 2006.

Report and Financial Statements for the period ended 31st December 2020

Financial Accounts

Statement of Financial activities for year-end 31st December 2020

	Notes	Unrestricted £	Restricted £	Total £
Income from				
Pilgrim Support	2	56,652.70		56,652.70
Pilgrim Knowledge	3		29,745.70	29,745.70
Umrah Fund	4		82,232.10	82,232.10
Total Income		56,652.70	111,977.80	168,630.50
Expenditure	5	17,909.64		
Salaries	5	10,353.70		17,909.64
Fundraising	6		9,841.52	10,353.70
Knowledge	7		13233.42	9,841.52
Umrah Fund	5	10,680.37		12,711.72
Other		38,943.71		10,680.37
Total Expenditure			22,553.24	61,496.95
			88,912.86	
Net Income/ expenditure for the year		17,708.99		107,133.55
Reconciliation of Funds				
Total Funds B/F		0.00	0.00	0.00
Total Funds C/D		17,708.99	88,912.86	107,133.55

Balance Sheet as of 31st December 2020

	Notes	£	£
Current Assets			
Debtors			
Cash in Bank and in hand		0.00	
		186,608.86	
Liabilities			
Creditors: amounts falling due within year		0.00	
Net current assets			186,608.86
Total Net assets			186,608.86
The funds of the charity			
Restricted Funds			
Umrah Fund		88,889.20	
Pilgrim Knowledge		28,564.85	
			117,454.05
Unrestricted Funds			
Pilgrim Support		69,154.81	
Total Charity Funds			186,608.86

All of the above results are derived from continuing activities. There were no other recognised gains or losses other than those stated above. Movements in funds are disclosed in Note 2-5 to the financial statements. The notes on pages 12 to 13 form part of these financial statements.

Report and Financial Statements for the period ended 31st December 2020

Notes to Financial Statements

For the year ended 31 December 2020

1. Accounting policies



a) Statutory information

The charity is a company limited by guarantee, incorporated in England and Wales. The members of the company are the Trustees named on page one. In the event of the charity being wound up, the liability in respect of the guarantee is limited to £1 per member of the charity. In the opinion of the Trustees there is no ultimate controlling party. The registered office, which is the same as its principal place of business is 7 Elver Gardens London E2 7AZ. The charitable company meets the definition of a public benefit entity under FRS 102.

b) Basis of preparation

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) - (Charities SORP FRS 102), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (March 2018) and the Companies Act 2006. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note.

The Trustees consider that there are no material uncertainties about the charitable company's ability to continue as a going concern. There are no key judgements that the charitable company has made which have a significant effect on the accounts. The Trustees do not consider that there are any sources of estimation uncertainty at the reporting date that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next reporting period. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy or note. As a smaller charity, in accordance with SORP Update Bulletin 1, a statement of cash flows is not required.

c) Income

Income is recognised when the charity has entitlement to the funds, any performance conditions attached to the income have been met, it is probable that the income will be received and that the amount can be measured reliably.

d) Expenditure

Expenditure is accounted for on an accrual's basis. Expenditure on raising funds represents an apportionment to staff costs based on time as well as the cost of external support. Support costs are those costs relating to premises and support functions. Governance costs are those incurred in connection with administration of the charity and compliance with constitutional and statutory requirements. The charity is not registered for VAT. In common with many other charities, Pilgrim, expenses are inclusive of VAT which cannot be recovered.

e) Tangible fixed assets

Previously when the charity has had tangible fixed assets these were stated at cost less depreciation. Depreciation was provided at rates calculated to write off the cost of fixed assets, less their estimated residual value, over their expected useful lives on the following bases: Furniture and fixtures 33.3% straight line Office equipment 33.3% straight line. All assets with a value of less than £1,000 are written off in the year of purchase. The charity's fixed assets have been fully depreciated.

f) Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered.

g) Cash at bank and in hand

Cash at bank and cash in hand includes cash and the charity's current and deposit accounts; which are immediately accessible.

h) Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due. The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

Report and Financial Statements for the period ended 31st December 2020



2. Pilgrim Support Funds are unrestricted funds, these funds are used for marketing, operations and staff salaries. Unrestricted income is made up of 10% administrative charges to donations made to the Umrah Fund and Pilgrim Knowledge. It is also largely supplemented by Gift aid on eligible donations to the charity. Pilgrim raise funds from sponsorships and general donations to help develop our programmes. In November 2020, Pilgrim ran a successful Gift aid campaign, the result of this campaign led to an eligble gift aid claim of £7,478.32.

3. Pilgrim Knowledge funds are restricted funds; these funds are for the delivery of said programme and must only be used for the said purpose. Funds within Pilgrim Knowledge are further restricted to £5,122.83 for the production of the Dua books, some of which has been used, and explained in note 5. A futher restriction is imposed on £1,800, which are restricted for donated on behalf of videos.

4. Umrah Fund funds are restricted funds; these funds are for the delivery of the Umrah fund programme and must only be used for the said purpose. Within the Umrah fund the funds are further restricted in two campaigns, for Grieving Mothers to the tune of £8,162.44 and for Special Guests to the tune of £15,279.23.

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5. Expenditure

Salaries

Expenditure for salaries consist of 10 paid part time members of staff, with an average of £1790.96 per annum, this also includes any incurred staff expenses. Pilgrim Support pays the Fundraising and development team, Marketing and Operations team.

Fundraising

Expenditure on fundraising for this period accounted to £10,353.70. This is primarily for costs related to the planning and delivery of fundraising activities, including any fundraising adverts, purchase of marketing packages, costs of delivering any events and costs related to online fundrasing.

Other

Below is a breakdown of other costs. Subscription's packages for this period increased in order to manage capacity as we increased in audience numbers. Further investment was made into the website, as this is integral part in delivering our message to a wider audience. Expenses, are costs that are generally one off, such as GDPR training, any expenses of the CEO and subsistence costs, such as staff gifts/meals.

Subscriptions	2,487.58
Volunteers	300.00
Utilities	1,400.00
Insurance	435.00
Website	2,889.37
Expenses	3,168.42



6. Expenditure for Pilgrim Knowledge consists of three members of staff, a programme director, Digital content and distribution officer and a campaigns project manager. £400 of the restricted funds from the Dua books have been used already. Other costs include, speakers for the video content, articles and filming costs for the various series

7. Umrah Fund expenditure consists of three members of staff, a programme director (which at the time of writing the report is now a vacant position) a programme manager and a support officer. Other expenditures this year have included, content writing, webinars, filming and expenses related to surprising the Pilgrims for the 2020 Cohort.

Report and Financial Statements for the period ended 31st December 2020

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