



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

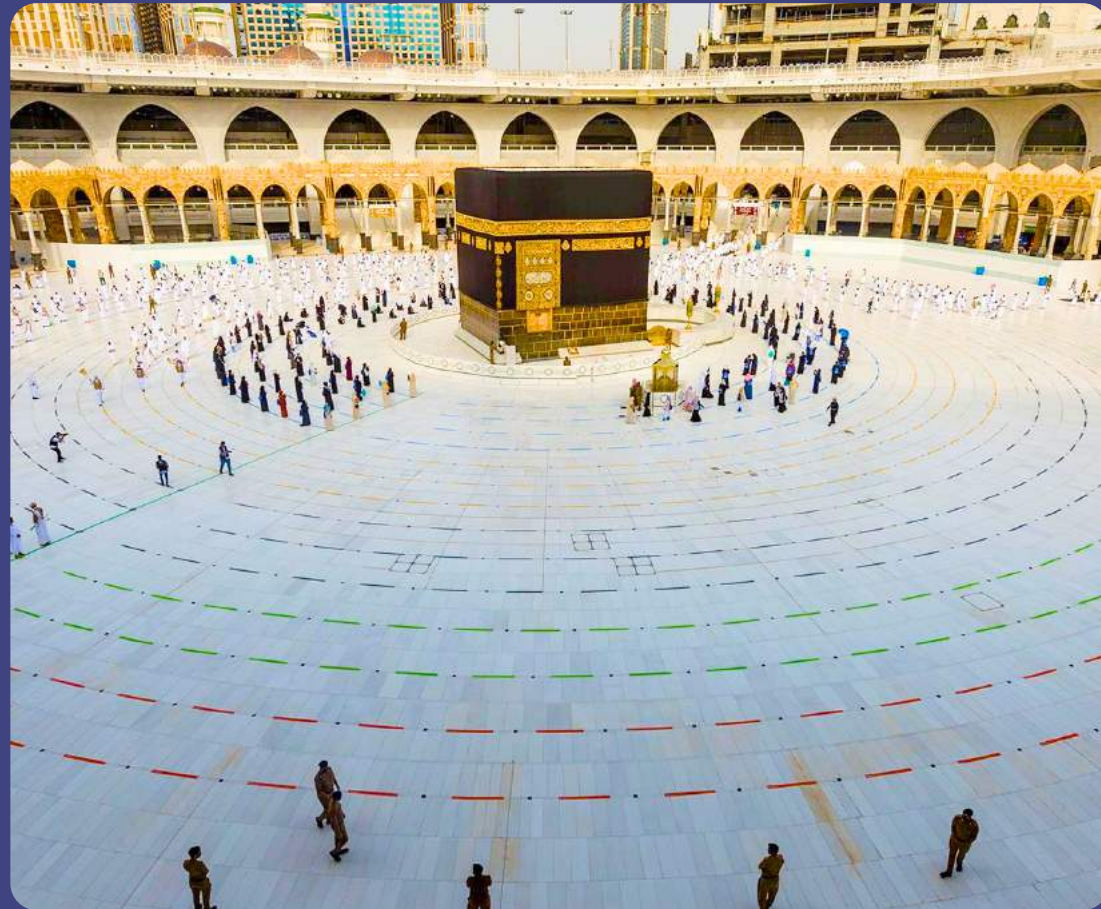
Zain Luqman Miah - Voluntary CEO
Afshanara Khanom- Finance and HR Director
Mohammed Adel Chowdhury - Pilgrim Knowledge
Mohammed Nur - Director of Fundraising
Shaykh Sajid Umar - Advisor to the CEO
Ustadh Farhan Mahmood - Advisor to the CEO
Mahboob Hussain - Advisor to the CEO

Bank

Metro Bank
One Southampton Row
London, WC1B 5HA

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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.

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 navigate the uncertain changes around access 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



Message from the Chair of Trustees

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

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 aggressively 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 Knowledge 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 generosity 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.

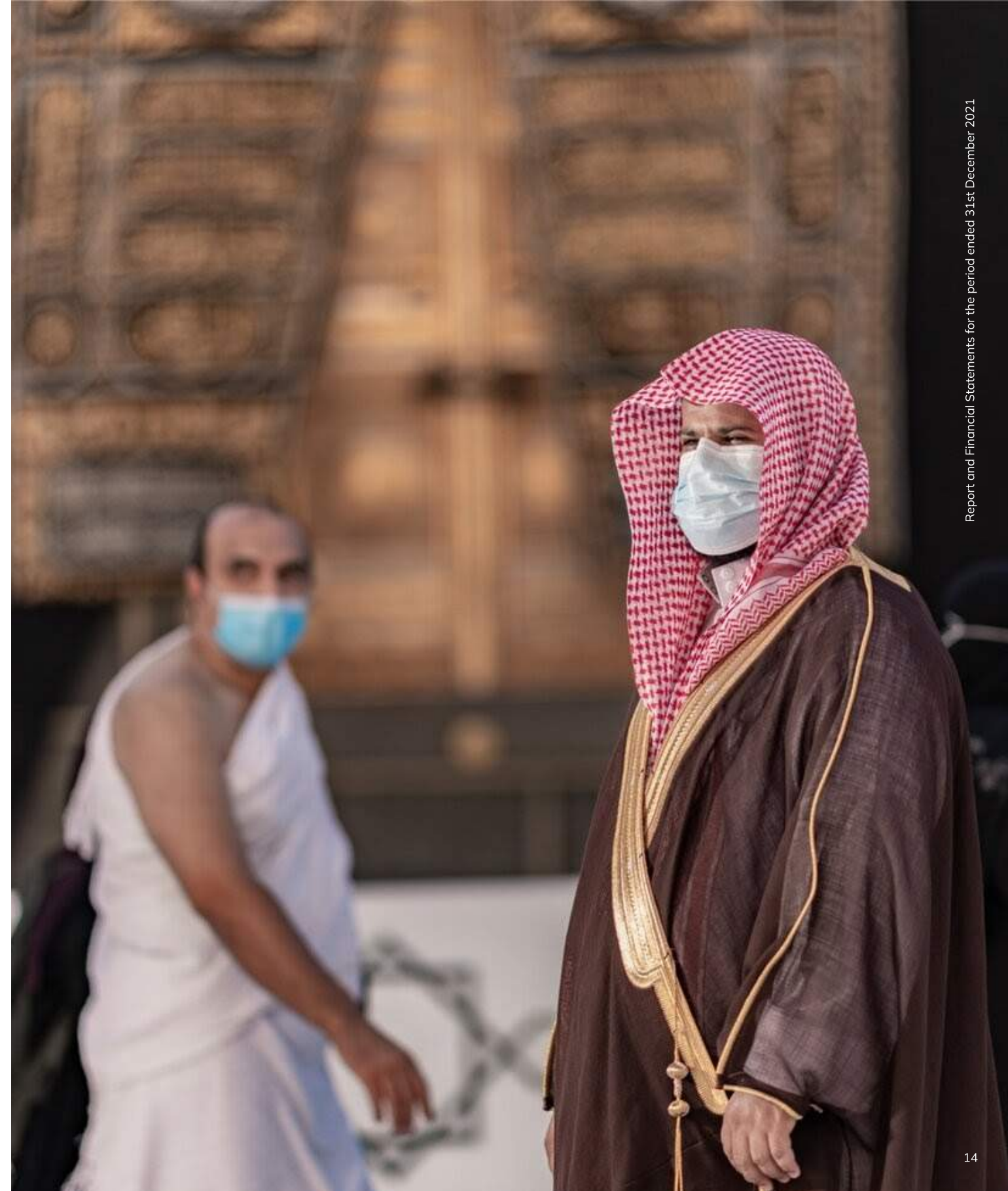
Volunteers were tasked to sell out as many videos within a 24 hour period. Keen sponsors in the community had a chance to cover the costs of scripting, filming, editing and marketing of education videos. Sponsors received an in kind name attribution for each sponsorship. In total, volunteers sold 100+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

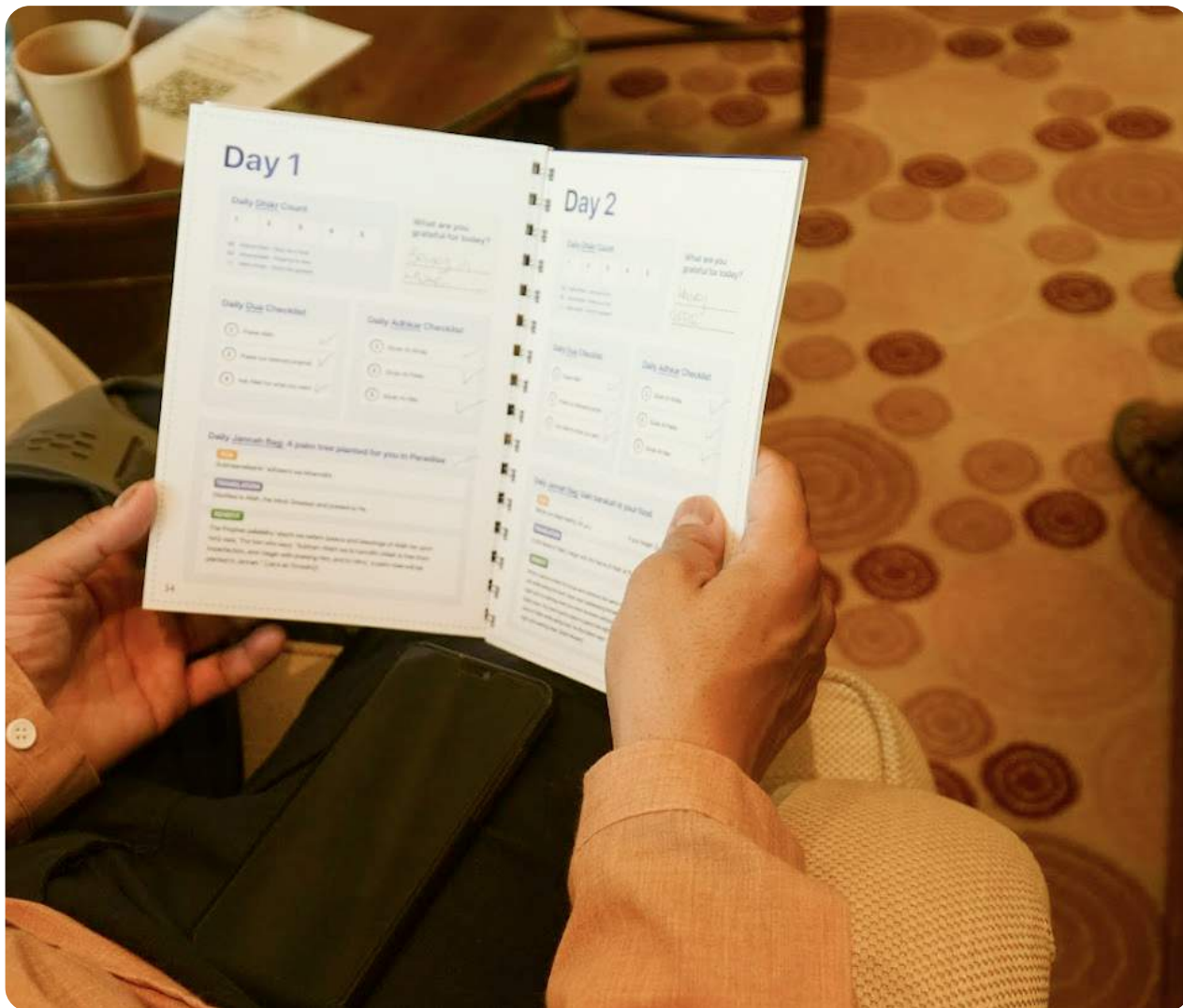
Programmes

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.





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.



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.

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



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 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 received 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.

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 for the year		13,847.78	2,377.57	16,225.35	178,162.77
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

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.

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.

2

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.



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 appreciate that the mission we strive for could not have been achieved or progressed towards without the kindness, generosity 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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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