



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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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.

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 enhancing 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 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.



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

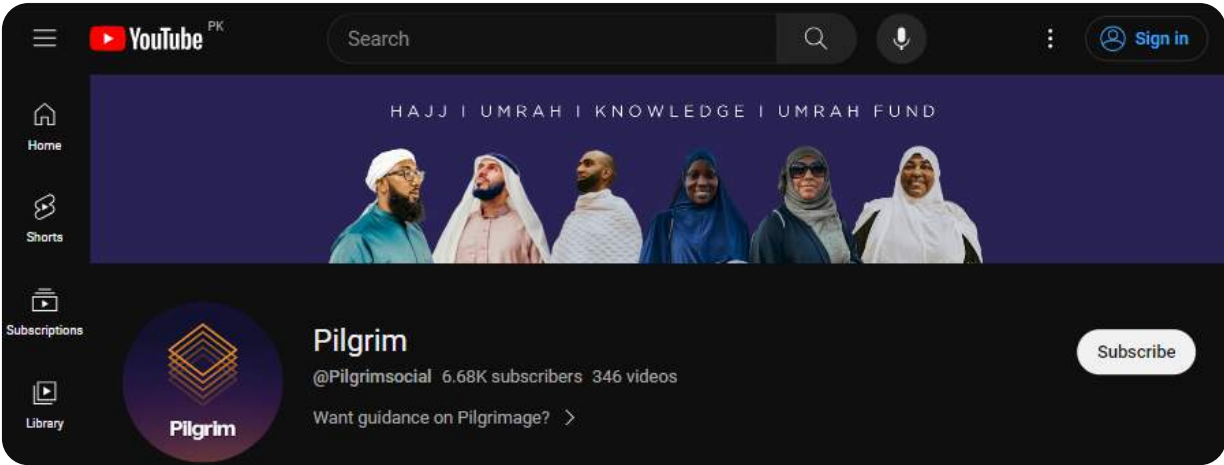
Videos

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.




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

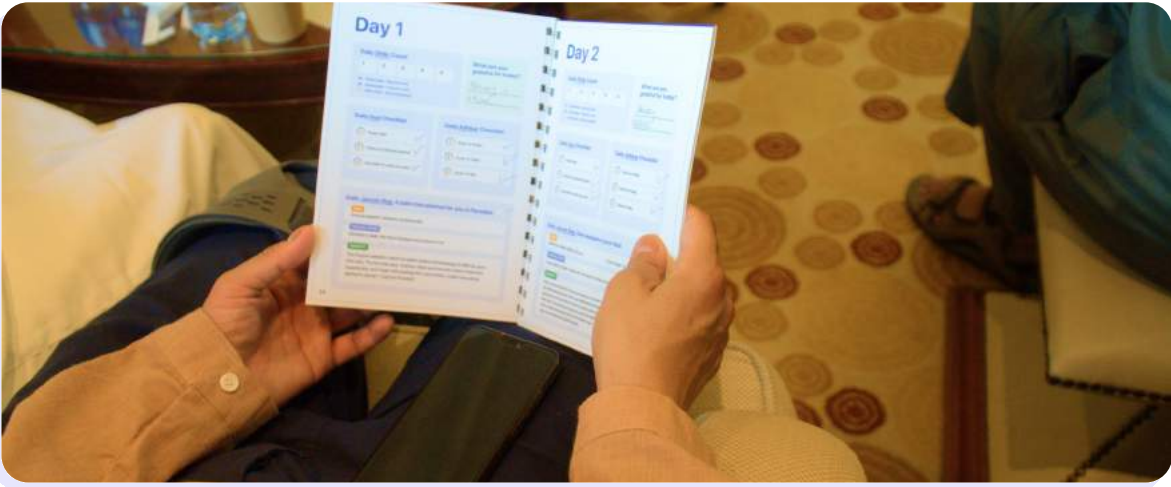
Umrah Fund

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.





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 Ibraiz is a left leg amputee and is wheelchair bound. Their mother Huda is the main caregiver for all three individuals, Alhamdulillah. Their family is located in Corona CA.



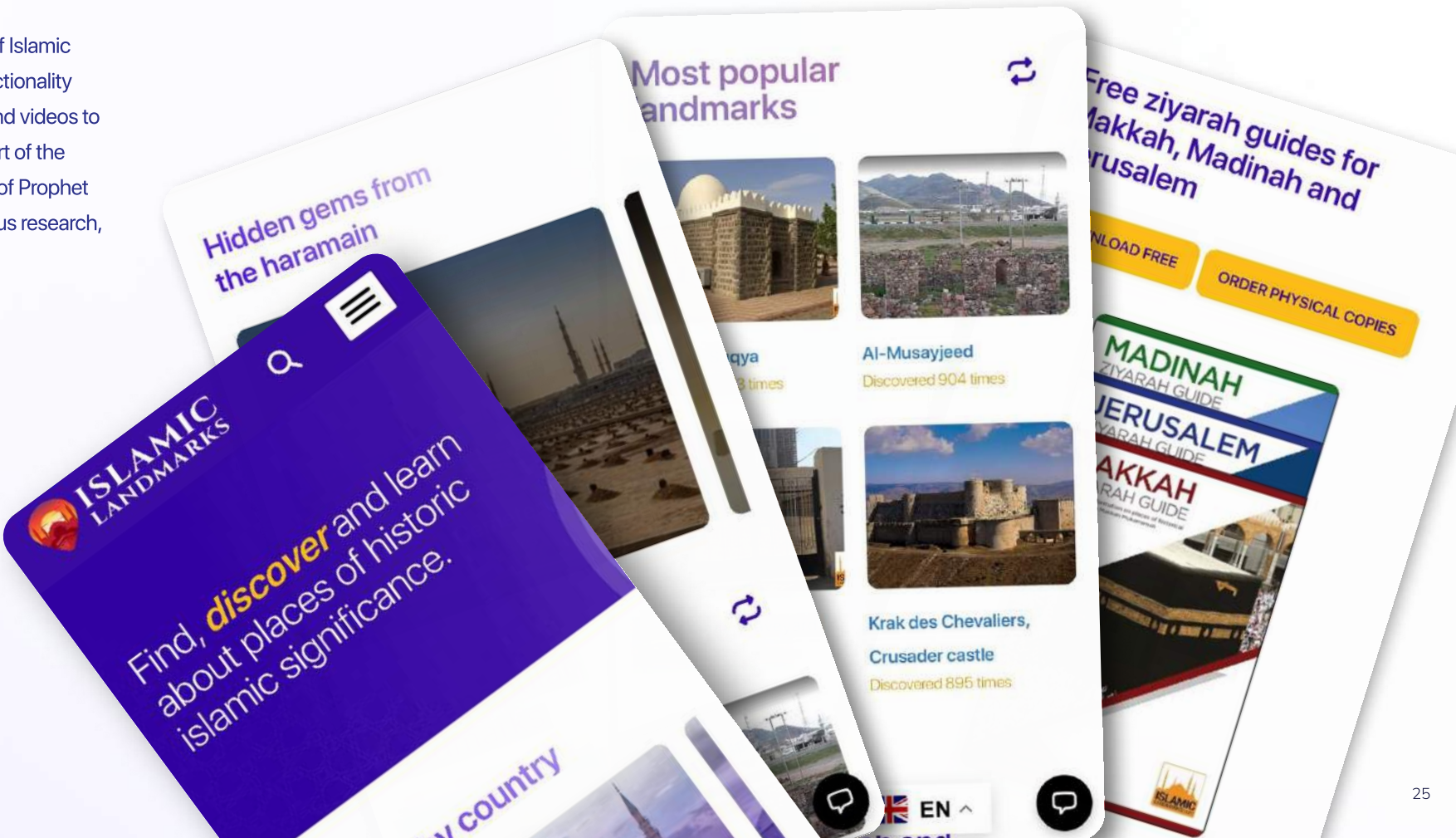
Islamic Landmarks

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.



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

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 our 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 Maintenance		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.

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

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