



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
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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

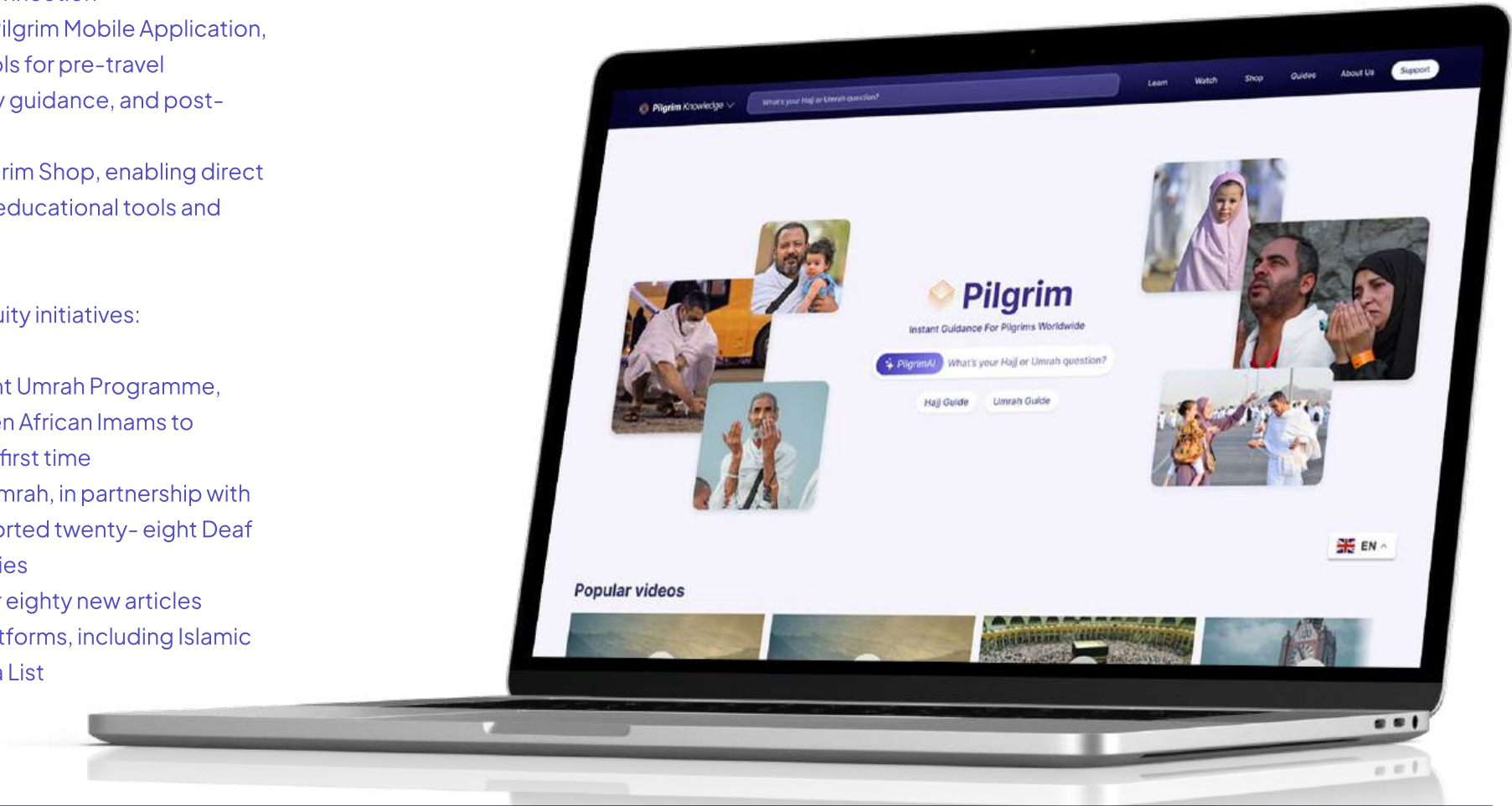
Two major access and equity initiatives:

- 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.

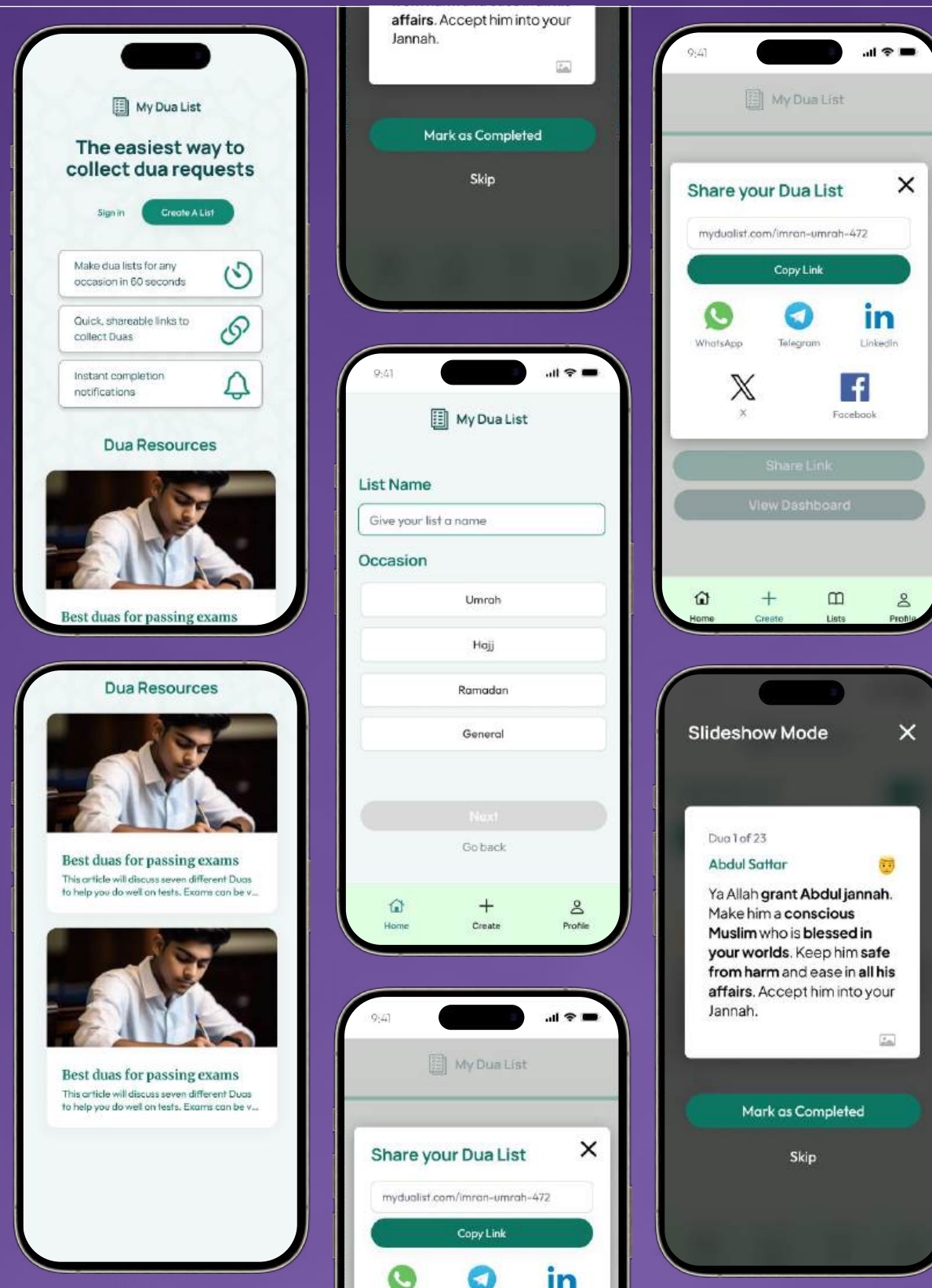
Technology and Product Development

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.

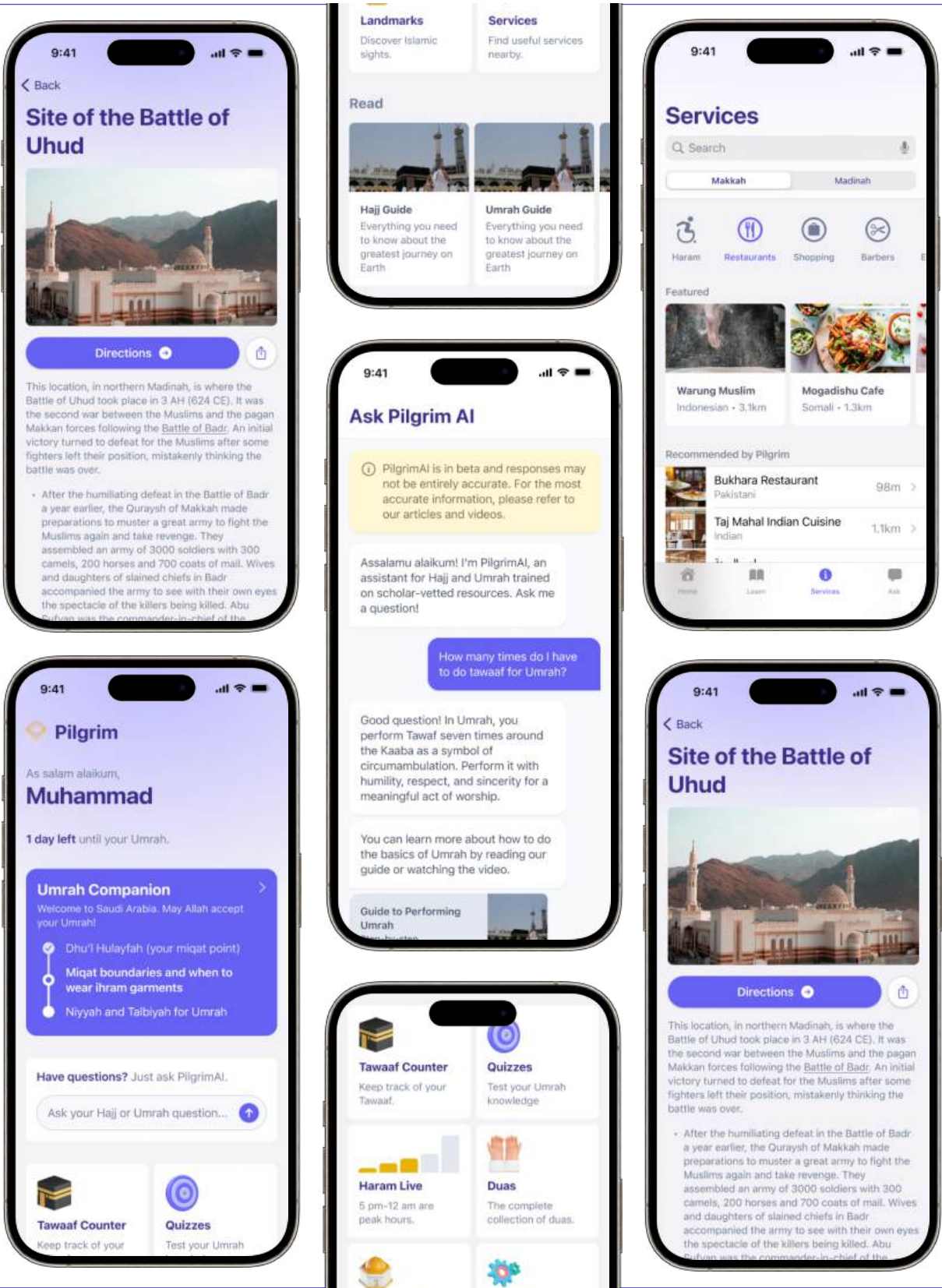
Pilgrim Mobile Application: A Companion for the Sacred Journey

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.

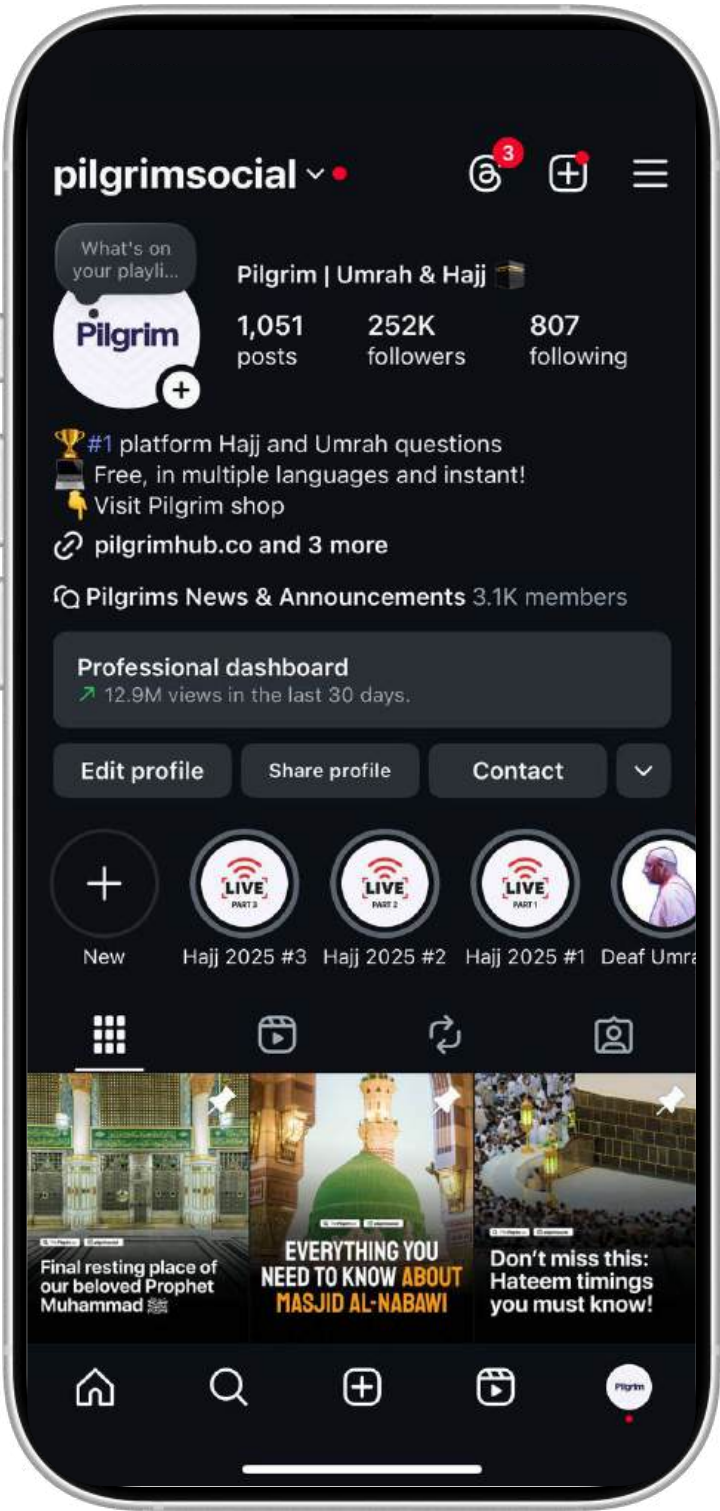
A Year of Significant Growth

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

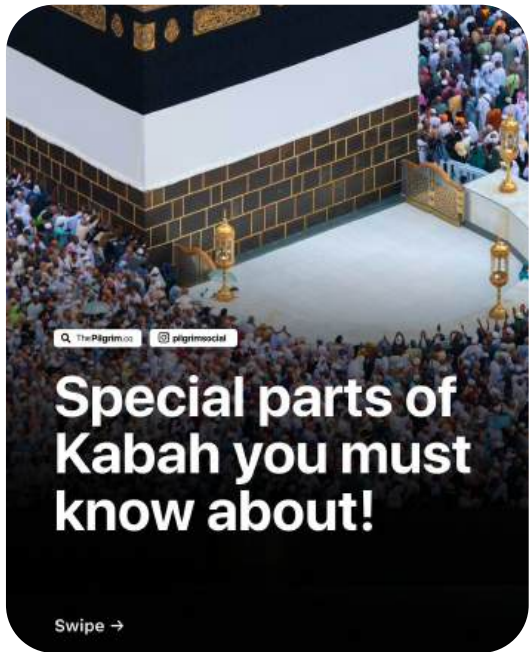
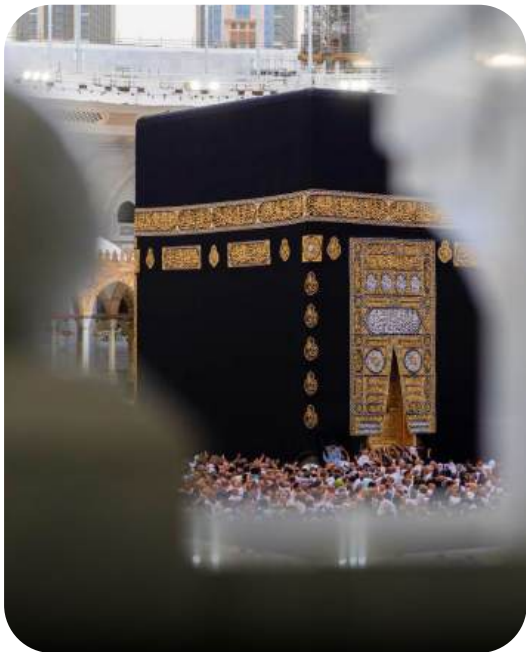
Some of our most impactful content in 2024 reflected key moments in the Islamic calendar or responded directly to common user concerns.

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.



Umrah fund

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.

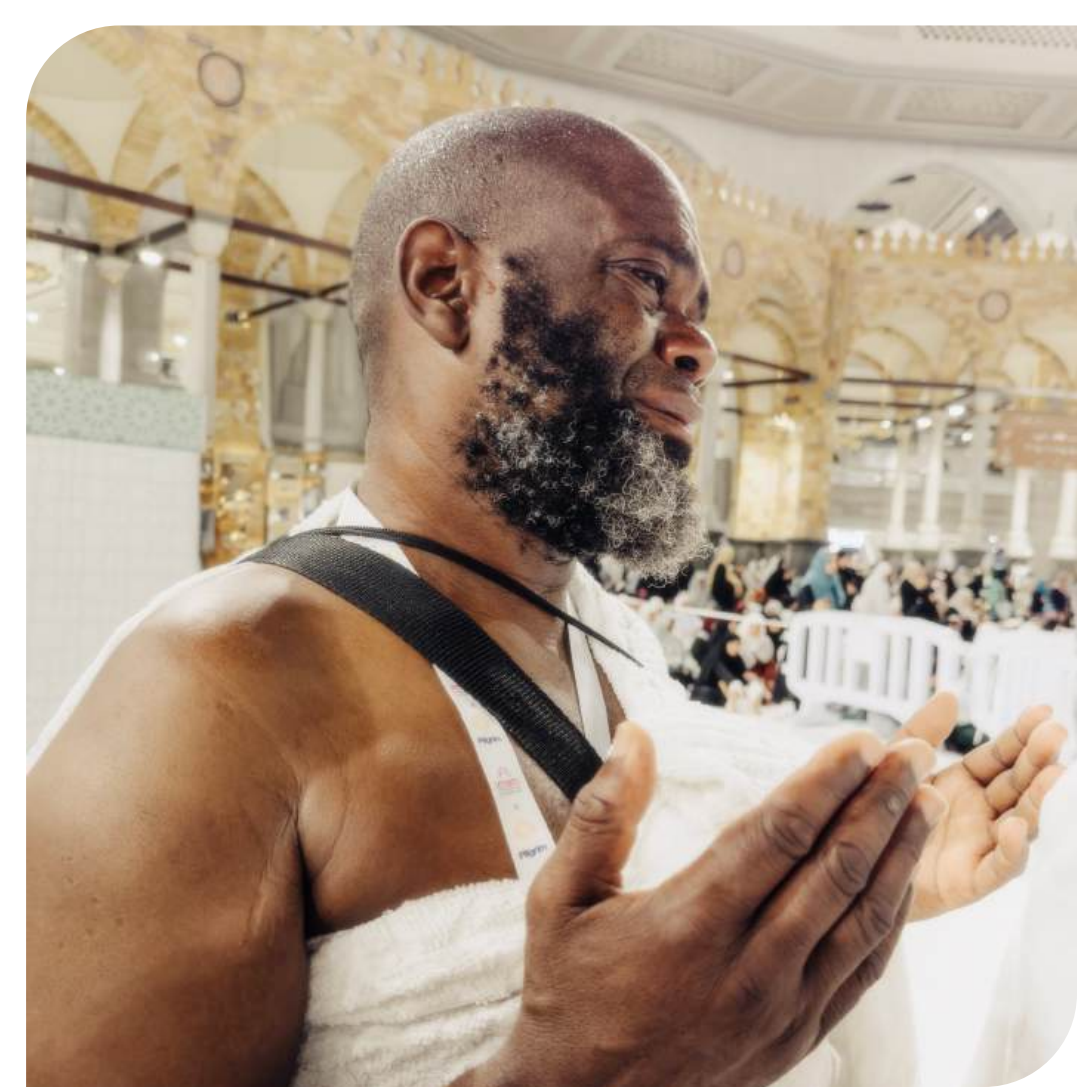
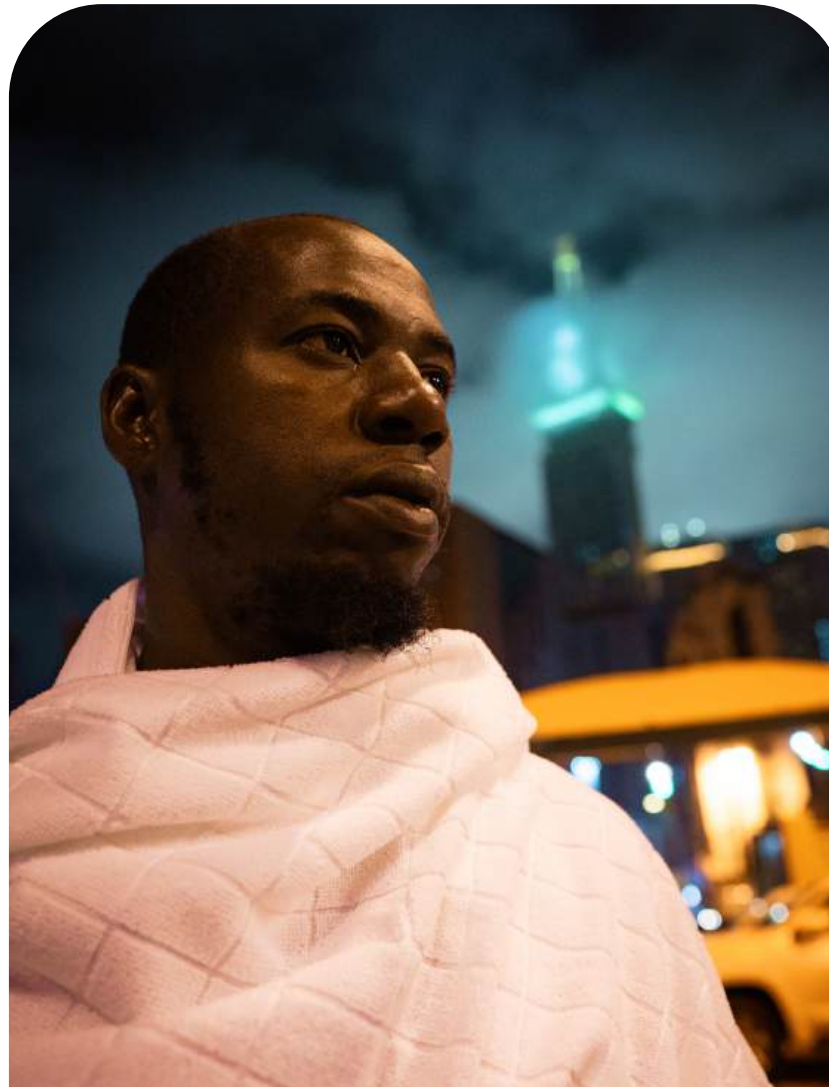
This change matters. It strengthens the position of the Imam and, in doing so, strengthens the community around him.

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 or overwhelmed. 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.

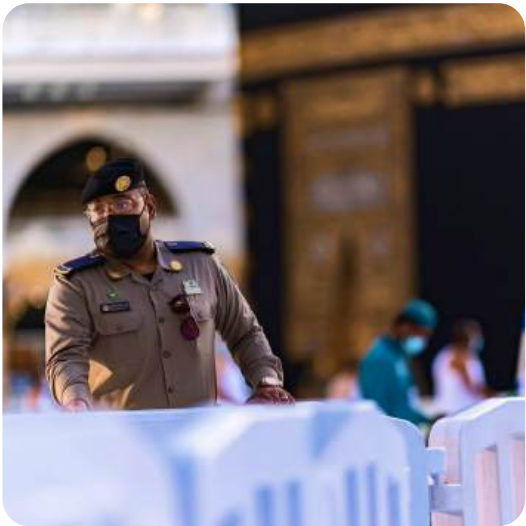
Where physical products are produced, such as our prayer books or companion cards, we take care to use sustainable materials and packaging where feasible. We are also exploring ways to reduce unnecessary shipping and to prioritise digital delivery options when possible.

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

		Restricted funds year ended 2024 £	Unrestricted funds year ended 2024 £	Total year ended 2024 £	Total year ended 2023 £
	Notes				
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

		2024 £	2024 £	2023 £	2023 £
	Note				
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	(277,781)	362,137
Net cash provided from operating activities		
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 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.

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

