

# 2015 Campaign Review



## Overview

The collaboration between the Islamic Unity Society (IUS), National Health Service Blood & Transplant (NHSBT), Scottish National Blood Transfusion Service (SNBTS) and Welsh Blood Service (WBS) continues to forge ahead, going from strength to strength as we move into 2016.

This year, the IUS Imam Hussain Blood Donation Campaign (IHBDC), the UK's largest national blood donation initiative in the Muslim community, ran its eleventh consecutive national blood drive across the UK reaching more cities and people than ever before. The campaign, that encourages Muslims to donate blood throughout the year, reached its climax during the first Islamic calendar month of Muharram from October 2015.

The IHBDC is pleased to announce that the relationship with the NHSBT continues to strengthen and take a growing role in community engagement developments since our collaboration that started in 2006. This can be seen with positive new steps such as the integration of a new dedicated [page](#) within the NHSBT website. We also started to use a new booking system aimed at increasing the efficiency of registration.

Challenges remain in recruiting the required 204,000 new donors following a 40% drop in new donors in the past decade as reported by NHSBT (120,000 fewer people joined the blood donor register in 2014-15 than in 2004-05). This further compounds the vital role of the IHBDC not only in recruiting new donors, but in targeting Black, Asian and minority ethnic groups which make up 14% of the eligible donor population in England and North Wales.

Finally, the IHBDC team remain humbled by the selflessness and humility of all IHBDC blood donors, and would like to thank them especially for making this year's campaign another success.

## **Imam Hussain Blood Donation Campaign**

*Give Back. Give Blood.*

IHBDC seeks to actualise the message of Imam Hussain's sacrifice, by saving the lives of those in need and uphold the concept of altruistic giving, a value of the beloved Ahlul Bayt (family of the Prophet Mohammad pbuh). This IHBDC movement which simplifies the potential to save 3 lives from just one small donation has been spreading all over the world under the banner of Imam Hussain, with a vision for Blood Donation to be a common feature of every Muslim centre around the globe.

### **Who is Imam Hussain?**

An inspiring individual who lived 14 centuries ago, [Hussain](#) took a selfless stand in the face of oppression and injustice in the society he lived in. His message remains today as an inspiration for generations across the globe. In the tradition of his grandfather Prophet Muhammed (A.S), he promoted the principles of freedom and social equality.

*"Imam Hussain's sacrifice is for all groups and communities, an example of the path of righteousness."* – Pandit Jawaharlal Nehru (First Prime Minister of India)

### **What was his message?**

Hussain lived under the most difficult conditions of suppression and persecution. The tyrannical and immoral leader of the era sought Hussain's allegiance to justify his oppression in the name of religion. Hussain had a choice to make: accept these conditions or make a stand that would cost him his life.

He showed great courage and determination to fight for values that today we often take for granted: equality, freedom of speech and the right to live with respect and dignity. Even when he and his 72 companions and family members were cornered in the desert of Karbala – present day Iraq – by an army of 30,000 soldiers, Hussain did not back down and compromise his values.

*"I learned from Hussain how to achieve victory while being oppressed."* – Mahatma Gandhi

## **What is Muharram?**

Muharram is the first month of the Islamic lunar calendar. The 10th day of this month marks the death anniversary of Hussain; his final stand where he was brutally murdered. People all over the world and from all faith groups remember Hussain and his sacrifice during this month.

*“In a distant age and climate, the tragic scene of the death of Hussain will awaken the sympathy of the coldest reader.”* – Edward Gibbon (English historian)

## **Why blood donation?**

One of the lessons we learn from Hussain is to be selfless and give from ourselves for the benefit of humanity. We want you to be inspired by Hussain’s legacy too and give blood for the sake of the wider community in 21st century.

With each donation potentially saving the lives of up to 3 adults or 7 children, this campaign sets out to encourage as many people as possible to come forth and become regular blood donors.

*“..And whoever saves one life, it is as if he saved the whole of mankind...”*

The Holy Quran [ 5:32 ]

## Key Achievements

# IN 2015

WE SAVED MORE LIVES THAN EVER BEFORE



We won the Ibn Sina award for Health at the Muslim News Awards of Excellence 2015, and received an award from Imam Hussain Council which was presented at the House of Lords



We held our first blood donation session outside of the holy month of Muharram

Hosted a donation session inside a mosque for the first time

The mosque session resulted in over 90 donations on the day

Carried out a hugely successful rebrand, enhancing the look and feel of the campaign

Increased overall brand awareness and connected with more people on social media

Expanded into new cities across the UK including Inverness, Aberdeen and Dundee

Now collecting blood in over 23 cities across the UK

## Statistics

### 9 KEY NUMBERS IN 2015

# WE'RE LOOKING STRONGER THAN EVER BEFORE

Every year thousands of people up and down the UK need blood to survive - we're doing our bit. Giving blood is being human.

**5** NEW AMBASSADORS

CITIES COVERED IN THE UK **25**

**48** TOTAL COMMITTEE MEMBERS

DEDICATED SESSIONS **48**

**200** NATIONAL VOLUNTEERS

DONATIONS AND COUNTING **556**

**1.7k** POTENTIAL ADULT LIVES SAVED

POTENTIAL INFANT LIVES SAVED **3.9k**

**417**

PINTS OF BLOOD COLLECTED!

## Press & PR

IHBDC conducted a comprehensive outreach campaign this year across TV, radio, print and digital. Key coverage included: Press TV, Islamic Republic of Iran Broadcasting (IRIB) and Al-Forat reports on Islamic Centre of England donation session with interviews with IHBDC volunteers.

IHBDC's digital outreach spanned across all main social media platforms, popular news portals and blogs. We also managed an ambassador endorsement program through which we reached out to high profile public figures including, speakers, scholars, celebrities, and other individuals, groups and partners, e.g. Sheikh Shomali, Sheikh Arif, WholsHussain. IHBDC were warmly welcomed by both patients and staff at its first Christmas special hospital visit at St. George's Hospital London on 23rd Dec 2015. Gifts were distributed to both adults and children blood donation recipients.

In addition, the IHBDC's Scottish campaign notably achieved interviews with the City of Edinburgh Council as well as in Glasgow. Sheffield's team also successfully booked a local radio show slot to discuss the campaign.

## Coverage highlights

You are here: Europe

### Imam Hussain Blood Donation Campaign in Islamic Centre of England

October 25, 2015 - 10:28 AM

Source : Islamic center of England News Code : 716771

“Having formed in 2006 and working in collaboration with NHS blood and transplant, IHBDC has rapidly grown to become the UK's largest Muslim blood donation campaign.”

“Whoever saves one life it is as if he saved the whole of mankind.” – The Holy Qur'an 5:32

This is a verse that is firmly anchored in the minds of many Muslims around the world, and represents the very essence of altruism on which the Imam Hussain Blood Donation Campaign (IHBDC) is based upon.

Having formed in 2006 and working in collaboration with NHS blood and transplant, IHBDC has rapidly grown to become the UK's largest Muslim blood donation campaign. It is just one of the many projects organised by the Islamic Unity Society (IUS). Run entirely by dedicated volunteers, it aims to encourage every able Muslim to donate blood regularly.

Peaking in the holy month of Muharam, Muslims willingly volunteer to give blood in commemoration of the great act of sacrifice demonstrated by the beloved grandson of the Holy Prophet (peace be upon his and his family).

Last year alone the campaign saw 410 successful blood donations. With one blood donation saving up to 3 adult or 7 infant lives, this meant that 1230 adults/2870 infants were saved! And so we see the teachings of the Holy Qur'an and Ahlubayt (peace be upon his and his family) being revived and practically manifested.

2015 marks a great milestone for the campaign. This is the first year that the Imam Husain Blood Donation Campaign is running a blood donation session at an Islamic Centre. Where in the past blood donation sessions were limited to dedicated NHS blood donor centres, this time it will take place in one of the community's own places of worship.

The Islamic Centre of England was founded in 1996 and has become established as one of the main, multicultural and diverse centres of London. The first session will be taking place here on the 25th October, with a capacity of up to 100 blood donations. With this session becoming fully booked within the first week of announcement, it is already a popular venue within the community. We aim to hold multiple sessions here during the year. Therefore, the partnership between IHBDC, the NHS and the Islamic Centre of England is indeed an important one. And God willing, one that will only grow stronger in the coming years.

*"IUS is currently one of only three groups who have two large scale BAME (Black, Asian, and minority ethnic) or Faith/Hybrid sessions and one of only two who stretch outside London"*



Donate at:  
**Islamic Centre of England**  
140 Maida Vale, London, W9 1QB

Sunday  
25th Oct  
2015



Imam Hussain Blood Donation Campaign - Day in the Life of a Donor

Imam Hussain Blood Donation Campaign

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326 views

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UK Muslims mark Ashoura by blood donation

PressTV News Videos

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## Developments

2015 was a big step forward for the campaign, with the inclusion of many new features and efforts taken forward by the committee. It was a great honour and privilege that the efforts of the volunteers and all those who support the cause was recognised by arguably the most prestigious Muslim awards in the UK, the [Muslim News Awards of Excellence 2015](#), where the IHBDC were presented as winners of the Ibn Sina award for Health. Furthermore IHBDC received global appreciation by an [award](#) from the Imam Hussain Council presented at the House of Lords.

IHBDC hope to take this growth forward in the coming years to raise further awareness and save more lives for those in need.

## NHSBT Statement

*“The Islamic Unity Society has done a magnificent job in raising the awareness of the need to recruit blood donors from the South Asian communities and getting these communities giving blood.*

*Each year we have worked with them, we see more and more donations given and over the past year, we have worked together to host sessions within blood donor centres and have held large sessions in venues specifically for IUS members.*

*As Head of Region for the East, I would like to say a huge thank you to the Islamic Unity Society for their dedication to helping us to save and improve lives and look forward to continuing to work with them in the future.”*

### **Darren Bowen**

Head of Region East  
NHS Blood and Transplant

## SNBTS Statement

*"It is a pleasure to work on this campaign encouraging the Muslim community to give blood during Muharram. SNBTS 's wish for the future is for everyone attending to become a regular donor and attend throughout the year and keep our bloodstocks healthy.*

*The annual campaign in Scotland has been ongoing since 2012 with a small beginning of 12 donors. The campaign is gaining in momentum every year, The Edinburgh 2015 blood drive welcomed 81 blood donors and 47% were new donors, an outstanding result. 2015 has been an amazing year for inclusion of other Muslim communities in Aberdeen, Dundee and Inverness following the Muslim faith to contribute to the society they live in and perform a selfless act to save lives.*

*We are extremely grateful to all at Imam Hussain for their support and look forward to welcoming everyone when they next come along to donate."*

**Frances Steel**

Donor Recruitment and Publicity Officer

## FOLLOW US ON:



[www.ius.org.uk/giveblood](http://www.ius.org.uk/giveblood)



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