



Islamic Unity  
Society

# Imam Hussain Blood Donation Campaign

## Season 10 Summary Report

February 2015

**IMAM HUSSAIN**  
BLOOD DONATION CAMPAIGN





## Overview

In what has proven to be a successful collaboration between the Islamic Unity Society (IUS) and the National Health Service Blood & Transplant (NHSBT) and Scottish National Blood Transfusion Service (SNBTS); this year, the Imam Hussain Blood Donation Campaign (IHBDC) secured its tenth consecutive season of running national blood drives across the UK. The campaign primarily targets Muslims to join the blood donor register through an annual drive that takes place during the month of Muharram (1<sup>st</sup> Islamic month). This coincided with November 2014 stretching right up until January 2015, where their last donation session took place in Plymouth.



With a national shortage from rare blood groups, Muslims are coming forward and donating to help increase the supply of blood to those in need. After working with the NHSBT since 2006, Theo Clarke, lead donor relations manager stated that “The Imam Hussain Blood Donation Campaign is the largest national blood donation initiative in the Muslim community, consistently growing year upon year building a reputation as a leading figure for NHSBT community projects”. As a result of this continued work, the IUS IHBDC has been shortlisted for [“The Muslim News Awards for Excellence 2015”](#).







Season 10 has been another fantastic year for the campaign that saw numerous successes from politicians, such as the letter of endorsement received from [Leader of the Opposition Rt Hon Ed Miliband MP](#). The IHBDC and its cause was also raised, debated and discussed in the [Scottish Parliament by SNP Jim Eadie, receiving live national coverage on the BBC](#).

The IHBDC is currently undergoing expansion in two main areas; holding more sessions across cities in the UK, with this year seeing the debut of areas such as Plymouth, Reading and Portsmouth; as well as launching an

international portal page [www.ihbdc.com](http://www.ihbdc.com) to encourage cross-referencing between IHBDCs across the world. The progress made in season 10 has been promising and encouraging for further growth in the coming years.

Another core objective of the campaign is to bring to light the personality of Imam Hussain, grandson of the Prophet Muhammad (peace and blessings be upon them), as his struggles in upholding values of altruism, justice and equality, resonates through the campaign. Millions of lovers worldwide use his stand at Karbala, Iraq as a means of inspiration to emulate such nobility. One way to honour him and his martyrdom is to donate blood in his name to save lives.





## Statistics

City	No. of Registrations	No. of Attendees	Successful Donations
Birmingham	98	*****NOTE*****	
Bradford	24	20	20
Edinburgh	74	56	28
Glasgow	60	44	36
Leeds	35	25	21
Leicester	31	28	27
London (Central)	129	48	39
London (East)		49	41
London (North)	178	48	28
London (South)	65	49	37
London (West)	59	35	26
Manchester	54	41	35
Oxford	12	8	7
Peterborough	19	14	12
Plymouth	6	10	12
Portsmouth	7	5	4
Sheffield	47	42	37
<b>TOTAL</b>	<b>898</b>	<b>522</b>	<b>410</b>

\* NOTE \* Unfortunately Birmingham (which hosts our largest session) was postponed due to circumstances outside of IUS control

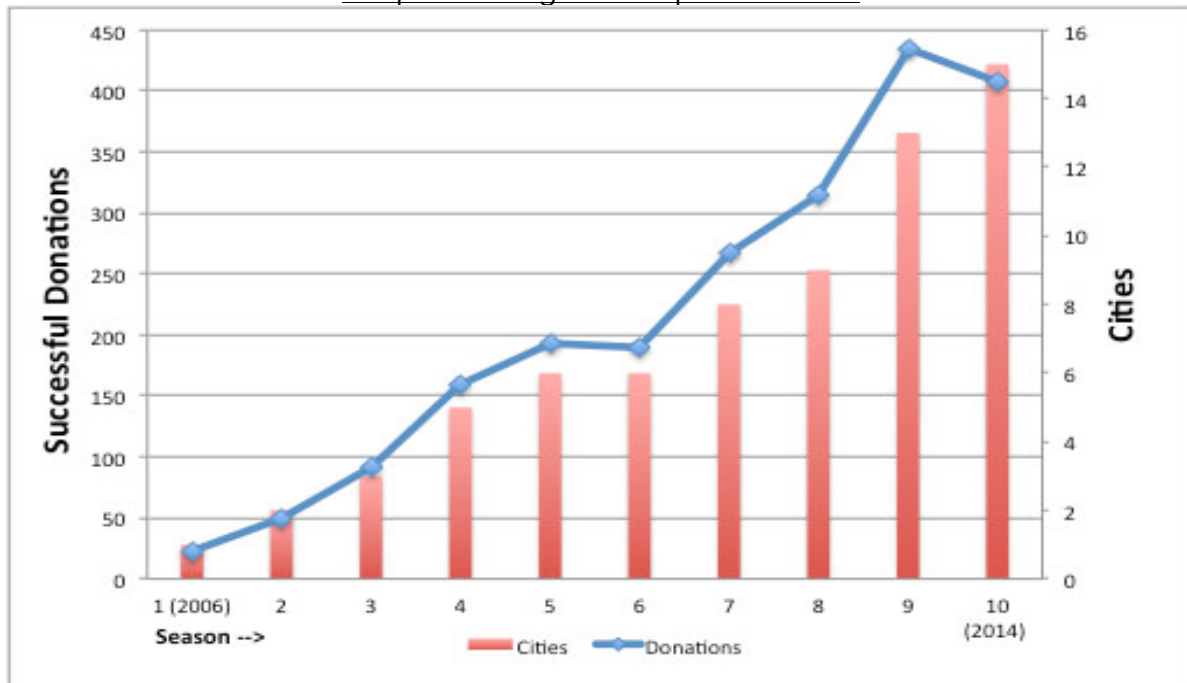
This year the campaign saw the inclusion of 2 more cities. This continues to take the campaign to further regions of the UK and with a new franchising strategy taking place throughout 2015, the IHBDC seeks to continue to raise awareness of blood donation to new Muslim communities. It was unfortunate however that due to NHSBT staff issues, the Birmingham session that would have been a new large in-house venue, did not go ahead. However, this has been postponed and so the campaign hopes to see it's largest session still go ahead in coming weeks. It is cases like these as well as session sizes where IHBDC has limited control.





Despite a greater number of participating cities, there was a drop in successful donations from 454 in Season 9 to 410 in Season 10 as depicted in the graph below. Despite this, the campaign in 2014 successfully engaged the most of any season with a grand total of 898 registrations, thus an inspiring potential of 2694 adults or 6286 infants saved.

Graph showing season performance



## Developments

IHBDC has been proud to announce that its close and continued work with the NHSBT and greater engagement with its senior management has played a pivotal role in initiating numerous policy-changes, commissioning of research and improving NHS's ability to deliver tailored and suitable support to different community types. This is an impressive feat for the IUS, taking into account the size and complexity of the NHS organisation- a clear indicator of the enhanced influence the IHBDC is having.

A key aim for the campaign going forward is to further encourage regular donation, where people are able to donate 4/3 times a year for males/females respectively, which will be covered by non-Muharram sessions throughout the year.





## Season 10 Press Highlights

New sessions run across the UK (such as Portsmouth and Plymouth).

Widespread TV coverage across the UK and Middle-East.

Video endorsements from Islamic speakers & scholars.

Massive successes across social media platforms and support.



- A successful, live Q&A session and call in show, run by AhlulBayt TV.
- A live debate raised in Scottish parliament, covered on BBC news, leading to the organisation's endorsement and commendation.
- Receiving a letter of endorsement from the Rt. Hon Ed Milliband MP: "...The work you are doing with NHS Blood and Transplant is so important...the campaign will go from strength to strength."
- A feature in the Edinburgh Inter-Faith Association magazine.
- The creation of an author profile, and article posts on the popular blog site 'The Muslim Vibe'.
- Interviews with Al-Forat TV, Safeer TV, Karbala TV and El Etijah TV Europe at the London Arba'een procession and blood donor sessions.
- A report on the campaign and its successes in a local Glaswegian newspaper, Awaz.
- Video endorsements from prominent speakers Hajj. Hassanain Rajabali, Sheikh Shomali, Sheikh Jaffar Ladak & Ali Najaf.
- Spreading awareness of the campaign globally, as well as nationally, reaching regions in the USA, Middle East and the Sub-Continent.
- Social media platform:
  - Over 1600 'likes' on Facebook
  - Over 600 followers on Twitter
  - Over 270 followers on Instagram
- Collaborations with other organisations such as the Lady Zainab Trust, The Muslim Vibe and numerous other Islamic organisations.





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## NHS Statement Of Thanks

“Once again the Islamic Unity Society has excelled in its mission to not only raise awareness of the need to recruit blood donors from BAME [Black, Asian & minority ethnic] Communities but to also get those communities donating blood via the Imam Hussain Blood Donation Campaign.

As Lead Donor Relations Manager – BME and Specials Projects, and on behalf of NHSBT as a whole, I would like to say a huge thank you to the Islamic Unity Society for their hard work and dedication. I hope this work continues and progresses towards larger blood donation sessions nationwide in the coming years.”

Theo Clarke  
Lead Donor Relations Manager



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



[www.youtube.com/watch?v=0oxS-lx3yM0](http://www.youtube.com/watch?v=0oxS-lx3yM0)



[www.facebook.com/IHBDC](http://www.facebook.com/IHBDC)



[www.twitter.com/ImamHussainBDC](http://www.twitter.com/ImamHussainBDC)



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