



al isharah

DEAF FRIENDLY SERVICES

# DEAF RUN

## CHARITY SIGN - UP PACK

Saturday 26<sup>th</sup> August 2017

Mile End Park , London

The largest BME family-friendly 'fun Run' in Europe. Discover how your charity can be part of this iconic event where your supporters 'Run & Raise' for your charity whilst also raising vital awareness of the Deaf and Hard of Hearing Community.



**Address:** Al Isharah 4<sup>th</sup> floor 46-92 Whitechapel Rd London, E1 1JX **Telephone:** 0207 247 5601 | **Email:** [menar.khan@alisharah.com](mailto:menar.khan@alisharah.com) | **Charity Number:** 1126533

## Background to Al Isharah:

Al Isharah is an education based deaf charity working primarily in London and the UK. Al Isharah has been providing key services to the deaf Muslim community since 2008. Our services have allowed the deaf Muslim community to access weekly activities which are both spiritual and health orientated.

Deaf people have varied language needs and are often most excluded from mainstream access to information as many systems do not cater for visual language needs. Deaf Muslims have often expressed their frustrations about this, in particular the inaccessibility of traditional Islamic texts.

The majority of Deaf children are born into hearing families and it is often noted that the majority of these families may learn basic levels of sign language and mainly gesture with their Deaf child/sibling. This results in broken or gesture based communication for most families. Therefore many households do not have a complete language in place to communicate with their Deaf child/sibling and great amounts of information are lost.

Deaf Muslims have limited knowledge about Islam. This does not always grant the possibilities of detailed understanding of the intricacies of Islamic faith, and therefore the understanding of Islamic practice is diminished or mislead. Our team of expert Deaf and hearing professionals have collaborated their skills and are developing Islamic resources to solve this precise "problem".

We are leading a new standard, with a detailed and informed approach by well-respected learned scholars within the academic Muslim community. This is how Al-Isharah was founded.

**Our mission is to make 'Deaf Friendly Services' more accessible.** Some of the unique services we are currently providing include:

### ISLAMIC CLASSES FOR PROFOUNDLY DEAF CHILDREN

Weekly classes teaching the principles of Islam to Deaf children in a deaf-friendly environment through the use of British Sign Language, creating engaging resources and visual aids.

### RECITATION CLASSES FOR HARD OF HEARING CHILDREN

Arabic recitation courses where there is an emphasis on learning via visual cues, this is aimed at individuals who are mildly deaf or possess strong oral skills.

### FRIDAY KHUTBAH SERVICE IN BRITISH SIGN LANGUAGE (BSL)

A special effort is made every Friday to attend congregational prayers where the Imam delivers a community sermon. For many years Deaf people have been unable to understand the sermon at Friday Prayers. We acknowledged this and now provide Khutbah in BSL with qualified interpreters.

### DEAF EMPLOYMENT SERVICE

We provide FREE courses which aim to help Deaf and hard of hearing people learn vital skills to access paid work. Courses are repeated different times of the year.

### DEAF MARRIAGE SERVICE

This is the World's first Deaf Muslim Matrimonial service. It is an essential addition to our portfolio helping Deaf and hard of hearing clients to find a suitable spouse.

### DEAF UMRAH / DEAF HAJJ

Since 2010, Al Isharah have been organising and managing pilgrimage journeys to Mecca for Deaf Muslims, ensuring that the experience is beneficial and completely accessible for the hearing impaired. We have successfully delivered three Deaf Umrah's and now preparing for a DEAF HAJJ.

### DEAF ADULT ISLAMIC CLASSES

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Al Isharah provides weekly Islamic Classes for Deaf Adults on various topics using deaf friendly visual resources. Classes are taught by qualified Imams and Sheikhs and fully supported by BSL interpreters.

## THE DEAF RUN

Our signature events have proven to be nothing short of spectacular and DEAF RUN is a unique annual gathering which attracts over 5000 spectators from diverse communities across the UK.

The DEAF RUN has grown from strength to strength ever since its initial exciting launch in 2012. Building on from its successes, this year promises to be even bigger and better through a vibrant mix of adrenaline-packed fun inflatable challenges for all including exhilarating new attractions and a bustling EID bazaar hosting something for everyone.

The run route is set across the award winning Mile End Park, along a beautiful scenic canal, finishing behind the famous Mile End stadium.



### Overall Impact The Event Will Bring:

This initiative enhances community cohesion and provides a positive contribution to the community in a number of ways;

-Improve co-ordination of existing services and raising awareness of the different services/provisions within the borough.

-Improve community involvement and engagement from all, and break down some of the barriers the deaf community face.

-A chance for both local & national communities to enjoy BSL friendly entertainment whilst raising deaf awareness.



### Brief Profile and Demographics Of The Target Audience

East London is a highly demographically diverse region and the ethnic make-up of its population is very super diverse. Following on from last year's amazing atmosphere and success, we aim to have approx. 5000+ people attend the Deaf Run 2015 event with a significant portion of the audience from a cross section of deaf and hard of hearing members communities from across the UK.



### What Are The Benefits To YOUR CHARITY?

Deaf Run sponsorship offers a very unique and cost effective promotional opportunity for you to raise awareness of your charity services to a diverse audience. Bespoke benefits include;



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-Targeted marketing to a large audience: Increase product awareness and visibility whilst building deeper community networks.

-Open your doors to a niche Deaf Donor base from across UK.

-Enhancing your public image by participating and supporting a growing community based charity such as AL ISHARAH.



## THE “£500” GOLDEN OPPORTUNITY



Our **£500 Charity Package** is open to all registered charities across the UK and is simple as follows: **Your charity makes a donation of £500 to AL ISHARAH** (to help us cover our event costs), in return:

- Your charity is eligible to **enter UNLIMITED runners (brothers & sisters)** in our Run, (we will only require their contact details for logistical and health & safety reasons)
- Your runners wear **your charity t-shirt and branding** (we will need to simply verify the t-shirt)
- There is **NO upper fundraising limit**, whatever amount is raised by your team of runners belongs to your charity, (we will only ask for your charity TEAM TOTAL for our event evaluation records)
- We will do numerous social media shout outs for each registered charity leading up to event.

### Why would you want presence at our DEAF RUN?

- Ideal way to **top-up your Ramadan 2017 Campaign** as you will have exposure to over 5000 people
- Each single runner last year on average raised £100, with some individuals raising £300+ themselves. So you are very likely to make a good return by even only entering a team of 10.
- Last year, our run attracted significant, **broad ranging media interest**. With a continually growing profile, we anticipate even more presence this year from numerous media outlets.
- It is a golden opportunity to **network with colleagues and leading figures across the third sector**, helping to increase your charity visibility whilst building new and deeper community networks. □ Reach out to a diverse audience and open your doors to a **niche Deaf donor base**.
- Our events are very well attended, and brilliantly advertised across all social media platforms.
- The DEAF RUN allows your charity with an amazing opportunity to be a part of THE most-high energy, fun, family event of the year, all within a **Deaf Friendly environment!**

**\*\*Disclaimer:** Charity Application must be approved by our Events Committee first. Upon approval, a donation of **£500 to AL ISHARAH** should be made by **Tuesday 1st August 2017 !\*\***

Additional queries can be discussed further with our Events Team. **For all charity enquiries please kindly call 0207 247 5601 or email [menar.khan@alisharah.com](mailto:menar.khan@alisharah.com)**



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Please use **BLOCK CAPITALS** when completing the application. (Scan & email us or print & post)

**Section 1 - Contact Details**

Name of organisation / Charity:

Office Address:

Post Code

Full name:

(contact details of the person responsible for the application)

Position in organization / Charity:

Work Email:

Telephone:  Mobile:

**Section 2 - About your Organisation / Charity**

Nature of Organisation

In what year was the organization / group founded?

Are you a profit making organisation? Yes  No

Are you a registered charity? Yes  No  If Yes, please

provide registered number:

Please provide a brief description of the activities you/ your organization / charity undertake:

  

**Section 3 - About your charity** (What category does your charity fall into? )

Children / Education  Eldery  Disability

Humanitarian / Relief  Homeless/Poverty  Prisoners/ Ex-offenders

If "Other": please specify

*(Charity representative filling this application)*

**NAME PRINTED:**..... **SIGNATURE:**..... **DATE:**.....

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**\*\*For AL ISHARAH Events Committee Office Use Only\*\***

**NAME PRINTED:**..... **SIGNATURE:**..... **DATE:**.....

*(AL ISHARAH staff receiving and approving this application)*

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