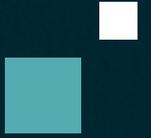


Introducing

The Mercy Mission UK

Virtual Donor Advised Fund



Introducing the Mercy Mission UK Virtual Donor Advised Fund (VDAF)

Ramadan 2022 is set to be an unprecedented year. With the world still recovering from Covid-19, new challenges emerging through the Ukraine conflict and ongoing global uncertainty, it is important we see more innovation, more unity and more impact.

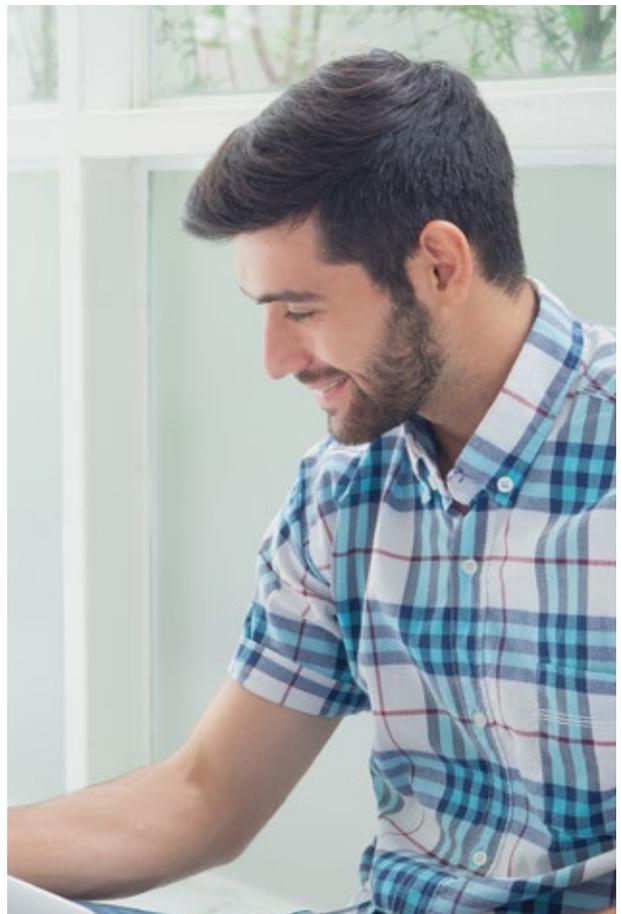
Mercy Mission UK and Shamaazi are now partnering to respond to these challenges with a more streamlined service for users of the MyTenNights.com platform. Through our partnership you can expect an even more easy user experience as a donor, and as charity partner you can expect a clear and simple donation acquisition process. Using our newly designed due diligence process you will be able to register, secure your funds and in a timely manner secure the funds you need to do what you do best; deliver upon the trust you have at the heart of your constitution.

Now You Maybe Thinking, Who Is Mercy Mission UK?

At Mercy Mission UK, we are driven by our vision, 'to see a world where every Muslim can live faithfully to their belief, building an exemplary Islamic community that benefits humanity'.

We work with those with ideas on how to improve the Muslim community and the world at large and help turn these aims of making positive social change, into reality. By incubating social impact programmes, we provide support, resources, funding, and space to learn and test, so that these ideas can become fully grown and flowering initiatives.

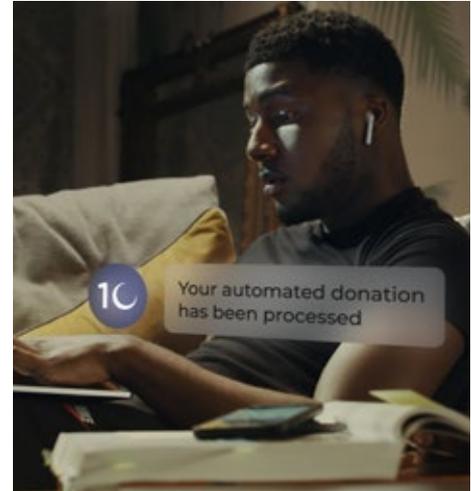
Over the last decade we have launched a number of great organisations through investing every penny we receive on building solutions that empower communities and enable great equity in society today. We take pride in our incubations now being household names like the National Zakat Foundation, Charity Right, My Foster Family and Waqfinity.



Why is Shamaazi Working with Mercy Mission UK?

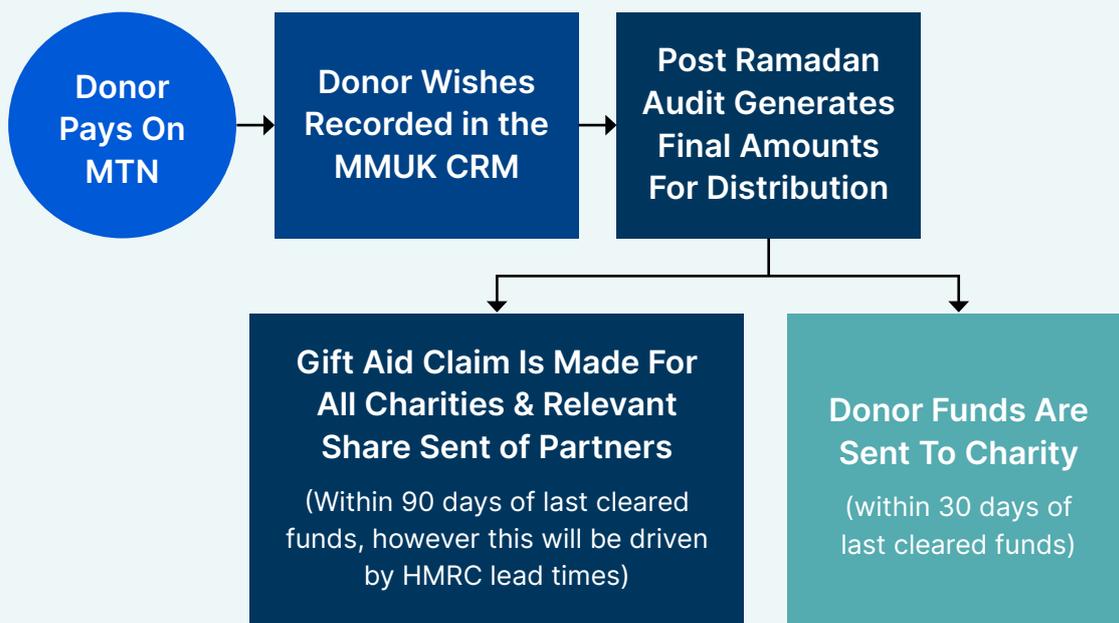
As the country's only philanthropy incubator we focus on innovation and development, and our latest venture is to provide the country its **first Islamic philanthropy focussed Virtual Donor Advised Fund (VDAF)**. This will enable partners to benefit from our skills, experience, technology, and grant framework to drive their own philanthropy.

In 2022 we are proud to be working with Shamaazi, the pioneering technology company that has revolutionised individual seasonal giving through their platform, MyTenNights.com (MTN).



How Are The Two Organisations Working Together?

All partners on the MTN platform will now be welcomed by Mercy Mission UK, and be supported in managing the funds they are able to generate using MTN. To ensure we can do justice to the trust of the donors on the platform, the platform and you, the valued charities, we have developed a clear and transparent process for managing the fund flow.



Our Service Level

MTN has become a key part of the Ramadan fundraising architecture, and we are focussed on supporting the platform grow in its scale and impact.

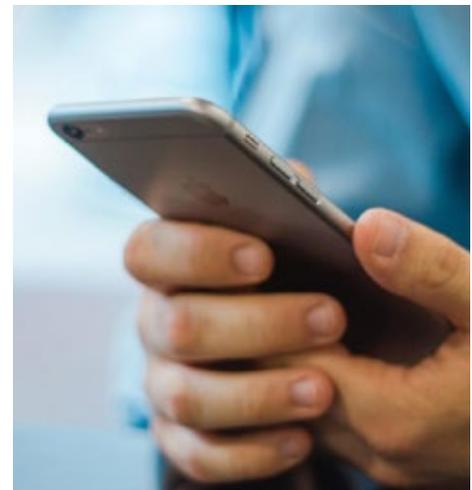
To ensure we can do justice to this partnership we have established some key governance measures for the benefit of all stakeholders. Complying with them, God Willing, Mercy Mission UK commit to the following service levels:

- 1** All your funds will be collected and segregated as per donor wishes
- 2** All funds raised through the platform will be kept in a separate and segregated bank account
- 3** All data is protected under UK law, specifically under the Data Protection Act 2018, through which UK fulfils the EU General Data Protection Regulation, 2018.
- 4** As a faith led organisation, we hold the responsibility of privacy and the sovereignty of all data and its owners as a trust under the sight of God.
- 5** We will make every effort to ensure our donor wishes are executed as per how they were intended insuring wherever a specific charity is nominated both its funds and corresponding data are available in a timely manner based on the identified timescales.

Data Privacy and Management

Pursuant to our obligations under the General Data Protection Regulation (both the EU and UK equivalent) and other applicable data protection law, Mercy Mission UK and Shamaazi have entered into an Agreement to govern the sharing of personal data. A copy of this is available on request.

This is essential as the partnership means both parties are exclusively focussing on their skills and expertise, with Shamaazi delivering premier user experience for donors seeking to automate their donations and Mercy Mission UK providing the custodian role of the funds until they are ready for dispersment.



Our Expertise

Our team bring together an unprecedented experience and skill level which should give you enormous confidence in not only your funds and data being secure, but also that the entrusted have experience of managing high levels of wealth and with Islamic principles.



Shahid Ikram
Chairman

Former CIO of Aviva Group, and currently leading a boutique investment firm



Ilyas Mansha
Trustee

Managing Director at Accenture Security



Fara Mohammed
Trustee

Partner, Keystone Law



Sagheer Malik

Experienced Islamic Finance Expert with over a decade in banking services



Zainab Kidwai

Data and Governance Specialist at Rolls Royce

Non-Compete Clause

Mercy Mission UK is an incubator and is committed to not running any active retail donor campaigns on the MTN platform or online generally. Our presence will always be clearly about the incubation support we provide to Islamic philanthropy in the United Kingdom. We welcome the large diversity on the MTN platform being the basis of good and righteousness flourishing amongst charity partners and the wonderful causes they serve.

For any further clarity on how Mercy Mission UK can help you or your organisation with a VDAF service please get in touch with us directly: finance@mercymission.org.uk



"Cooperate with one another in
goodness and righteousness, and do
not cooperate in sin and transgression.
And be mindful of Allah. Surely Allah is
severe in punishment."

(Quran, 5:2)