

THE ZAHRA TRUST EID AL GHADIR COMPETITION

Join The Zahra Trust's
first-ever fundraising
competition in
honour of
Imam Ali (as)!

WIN A £500
SCHOLARSHIP
IN HONOUR OF
THE GATE OF
KNOWLEDGE!



Salam alaykum!

The Zahra Trust team is excited to have you join us for our first-ever Eid al Ghadir Competition in honour of our beloved first Imam, Imam Ali (as).

Eid al Ghadir is the blessed occasion which takes place every year on the 18th of Dhul Hijjah in honour of the event of Ghadir where Prophet Muhammad (sawa) announced Imam Ali (as) as his successor.

This event is very special. This is a day where we praise and thank Allah (swt) for blessing us with the leadership of Imam Ali (as).

This year, in honour of Eid al Ghadir, The Zahra Trust has prepared a special competition to spread the love and message of Imam Ali (as). By entering this competition, you will get the chance to win amazing prizes and celebrate Imam Ali (as)! This competition consists of two parts. The first part is a fundraiser and the second part is creative. The details on how to enter and take part are on the next page.

Competition Breakdown

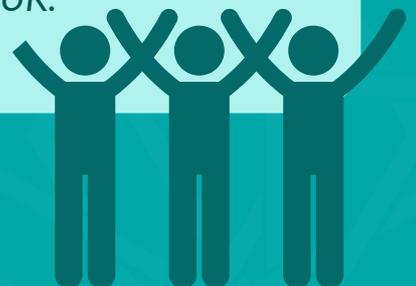
In this competition, there are two portions.

In the fundraising portion, you will be raising funds for others in need in honour of Imam Ali (as), who was known for taking care of the needy. In the creative portion, you can display why Imam Ali (as) inspires you.

Fundraising Portion:

- Participants will create their own campaign on MySadaqa.com to raise funds for those in need.
- To make your campaign visit: mysadaqa.com/ghadir and click “Raise Money”.
- The campaign will be pre-filled for you for your convenience. You can also add a special message to encourage your family and friends to support your fundraiser. Your message could include:
 - **Why Imam Ali (as) inspires you to help those in need**
 - **Why Imam Ali (as) inspires you to gain knowledge**
 - **What you would do with the £500 scholarship**
- All campaigns which raise over £110 in honour of Amir al Mumineen (as) will be entered.
- The fundraiser which raises the most funds will be gifted a £500 scholarship towards their education in honour of the Gate of Knowledge.

Participants must be between the age of 4-12 and live in the UK.



Creative Portion:

- Participants will make a piece to demonstrate their love for Imam Ali (as) and why he inspires them.
- Children between the ages 4-8 should submit an art piece demonstrating this.
- Children between the ages 9-12 should submit a poem or lecture about this topic.
- A winner will be chosen from each age group.
- Each winner will receive a £50 amazon gift card.
- Entries can be sent to ztkids@zahratrust.com

Participants must be between the age of 4-12 and live in the UK.



Summary of Prizes:

- £500 Scholarship: Awarded to the top fundraiser!
- £50 Amazon Gift Card: Awarded to the winner of the art competition!
- £50 Amazon Gift Card: Awarded to the winner of the poetry/speech competition!
- A special gift to five stellar participants!



Special Dates:

- **Competition opens: 24 June 2022**
- **Competition closes: 22 July 2022**
- **Awards Ceremony: 24 July 2022** **details will be communicated directly to participants**

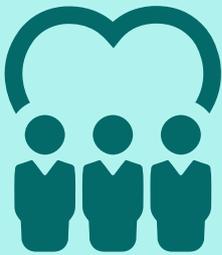
The Zahra Trust's top tips for fundraising

Here are a few of our top tips to collect as many donations you can!



Make your messages personal

Sharing your passion and motivation with your donors is a good way to persuade people to donate. Regularly updating them on how much you've raised is a great way to keep people engaged and help you reach your goal.



Manage your fundraising page well

Add updates, personalise your thank-you messages, and keep checking your target. If your fundraising page is tip-top, people will be more likely to donate.



Reach out to your local centre/organisations

Don't be shy – pick up the phone and inform them that you're fundraising! Ask them if you can fundraise as part of their program, and maybe even get a shout-out on their social media? The more exposure you get, the better!

You can bank cash donations into The Zahra Trust's account:

Account Name: The Zahra Trust

Account No: 53681130 | Sort Code: 20-44-91

Any cheques should be made out to The Zahra Trust and mailed to The Zahra Trust's address: The Zahra Trust, 131 Walm Lane London, NW2 3AU