CEI RAMADAN PACK
2025 / 1446

Resources to become a
Q-Institute ambassador:

pray, raise and relay!

What you'll find in this pack:

- Why the Q-Institute? Why now?
- How can you help?
- Useful links to get started
- How to set up a fundraiser
- Inspiration and examples of fundraisers
- Shareable fundraising QR code
- Template WhatsApp message
- Instagram ideas
- Talking points

This Ramadan, you have the opportunity to contribute to the legacy of the Qur'an in London.

For 20 years, CEI has provided accessible and transformative classes on the Qur'an and other Islamic Sciences, reaching thousands of students.

Now, we have the opportunity to build the Q-Institute – a world-class centre for Qur'anic research and reflection, at the heart of London, and you can help!

Why this? Why now?

Ramadan is the month of the Qur'an – a time when hearts are most open and giving is most rewarded.

What better way to turn your intention into action than contributing to a Sadaqah Jariyah, ensuring our next generations have a space to learn, reflect and live by the Qur'an?

How can you help?

Your mission is simple: pray, raise and relay!

Pray

Please make lots of dua for Allah to place baraka in this initiative.

Raise

You can make a difference in whatever way that works for you.

Relay

Leverage your networks and communities by sharing the news – you never know whom you'll inspire!

*This pack aims to help you **raise** and **relay**!*

But first...

... here are some useful resources:

- Donate here: JustGiving page for the Q-Institute.
- CEI's 20-year impact report: Learn about CEI's journey.
- Watch our vision: Video about what CEI aims to achieve.
- QR Code: Quick access to the JustGiving page.

And if you have any questions, please email areeg@ceiuk.com and we will aim to get back to you ASAP!

RAISE

It may feel overwhelming thinking of fundraising, with one doubting how much they can help.

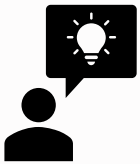
However, our religion emphasises the concept of baraka and intention.

We try our best, with a pure intention, and Allah will take care of the result and multiply it.

How to Set Up a Fundraiser

You can set up your own fundraiser for the Q-Institute at the click of a button:

Click "Start Fundraising" on the Q-Institute's JustGiving page.



Want a team? Click on the "Create a team" link after creating your fundraiser.



We already have volunteers who have started their own initiatives to fundraise for the Q-Institute. Scroll for examples!

Inspiration for fundraisers

Below are some personal and team fundraisers that have been great successes:

Zeenat, has raised almost £3,000 through sharing her story with her network, you could too! Has CEI had an impact on you worth sharing?

Would you like to create a fundraiser as a Sadaqah Jariyah for someone dear to you? Areeg has raised funds in memory of her late father.

The Ramadan Pullups team have been raising funds for CEI over the past 9 years, doing a pullup for every pound raised! Follow them on Insta (@RamadanPullups).

The Q-Bake team have had lots of volunteers hosting bake sales during classes, raising about £3,000 so far. Can you host a sale at your work/local masjid?

The Professional Muslim Women's Network team host an annual iftar to raise funds for the Q-Institute. Could you do something similar in your networks?

In addition to these existing initiatives, below are some ideas to empower you:

- **Host an Iftar:** Invite guests over and encourage them to contribute to the Q-Institute!
- **Bake Sales:** Can you host a bake sale at your local masjid or at work?
- **Jumaa Collection Drives:** Speak to your local masjid about dedicating a Jumaa collection to the Q-Institute!
- **Share Your Skills:** Do you have a skill you think others would love to learn? Calligraphy, calisthenics, coding? Volunteer your time to teach those around you and raise funds through the tickets?
- **Share Your Knowledge:** Can you host a halaqa or Islamic gathering with your friends where you encourage people to contribute to the Q-Institute?
- **Share Your Art:** Do you create any form of art? Whether it is written, drawn or sculpted, you could sell your creations with proceeds going to a fundraiser.

Fundraising QR code

Scan the below QR code to be redirected to the Q-Institute fundraising page...

... and click this link to download the QR code file!

RELAY

In addition to fundraising, you can really help CEI in establishing the Q-Institute by spreading the word in your communities. The more duas and donations we can get, the better! This section aims to empower you with some tools to do just this.

We will share with you a sample message, some Instagram Story templates and some talking points!

Template WhatsApp message

The best kind of communication is heart-felt and sincere.

This copyable template is just a starting point –
feel free to personalise it however you like!

Salaam! I just wanted to drop you a message to share a bit about CEI, an organisation that has impacted me personally. Over the last 20 years, CEI has provided accessible Islamic education to people from all backgrounds, with a focus on the Qur'an. They are now launching the Q-Institute – a place we all need here in London. With state-of-the art teaching and research facilities, the Q-Insititute is much more than a madrasa. I would love you to help me in building this legacy to provide our coming generations with a place to learn, reflect and live by the Qur'an.

You can help by:

- *Praying – make lots of dua for Allah to place baraka in this initiative!*
- *Spreading – spread the word in your networks to share in the reward in shaa Allah!*
- *Pledging – you can directly support the Q-Institute here: https://www.justgiving.com/campaign/ceiuk.*

You can find out more about CEI on their Instagram @cei.uk or their website ceiuk.com.

Instagram ideas

You can boost the Q-Institute by spreading the word on Instagram!

Below are some….

… ideas for new stories & posts

How can I help the Q-Institute?

- Pray, Raise, Relay

Why CEI?

- Qur'anic, Credible, Holistic and Accessible

Why the Q-Institute?

- Placing the Qur'an in the Heart of London: Our communities need spaces that enable Qur'anic contemplation that are accessible to all.
- Experience: With over 20 years of experience delivering a pioneering portfolio of classes, CEI is ready to launch such an institution.
- Accessibility: People of all backgrounds are welcome to study, regardless of their ability in Arabic.

… existing posts you can share

Impact Report Posts:
Executive Summary, Testimonials, Timeline.

Q-Institute Posts:
Summary, Tour, How You Can Help.

Different CEI Courses:
Q-Immersion, Q-Club, Q-Read, Q-Connect, Q-Symposium, Short Courses, London Academy, Kids Classes, Annual Tarawih.

Talking points

Many of us may not feel "qualified" to speak about CEI or the Q-Institute. Well, we don't think that's true!

Feel free to share your personal experiences with CEI with those around you – why do YOU think our community needs the Q-Institute?

In addition to your personal story, here are some points you can bring up:

- **Placing the Qur'an in the Heart of London:** Our communities need spaces that enable Qur'anic contemplation and not just memorisation. We need to connect with the Qur'an.
- **Experience:** After over 20 years of delivering a pioneering portfolio of classes, CEI is ready to launch such an institution.
- **Accessibility:** People of all backgrounds are welcome to study, regardless of their ages, income and ability in Arabic.

And remember...

... ultimately, Allah judges us based on our efforts and intentions, not the outcomes we achieve.

Whether you share a post, host an iftar or fundraise, every action brings us closer to our vision.

May Allah bless you and reward you for your effort and accept this as your Sadaqah Jariyah!