

Community Investment Scheme

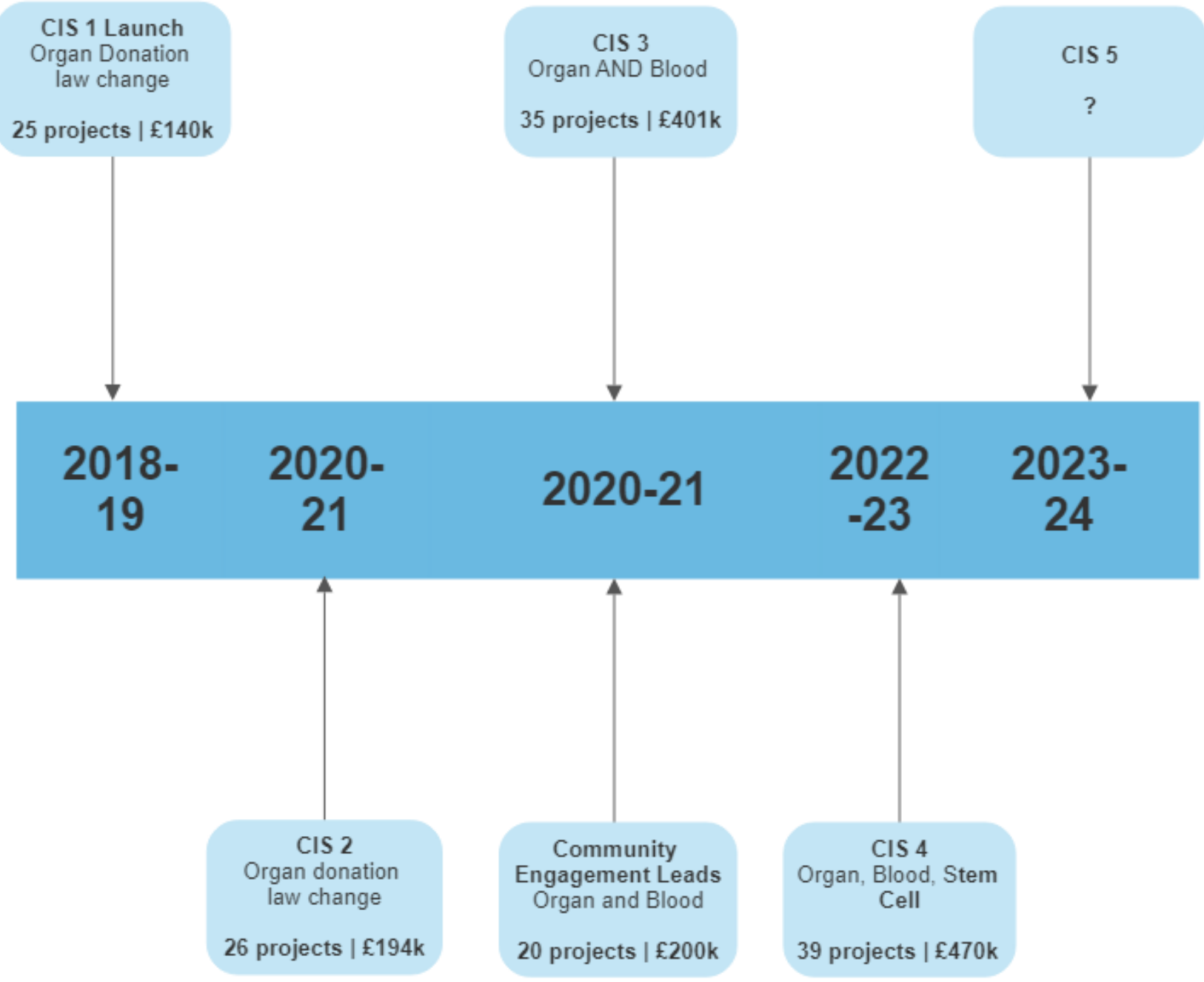
Umar Malik, Community Funding Manager

The Community Investment Scheme

Build support for donation amongst Black, Asian, mixed heritage and minority ethnic communities.

The scheme funds community and faith/beliefs organisations to drive awareness, understanding and behaviour change.





39
projects

10
blood

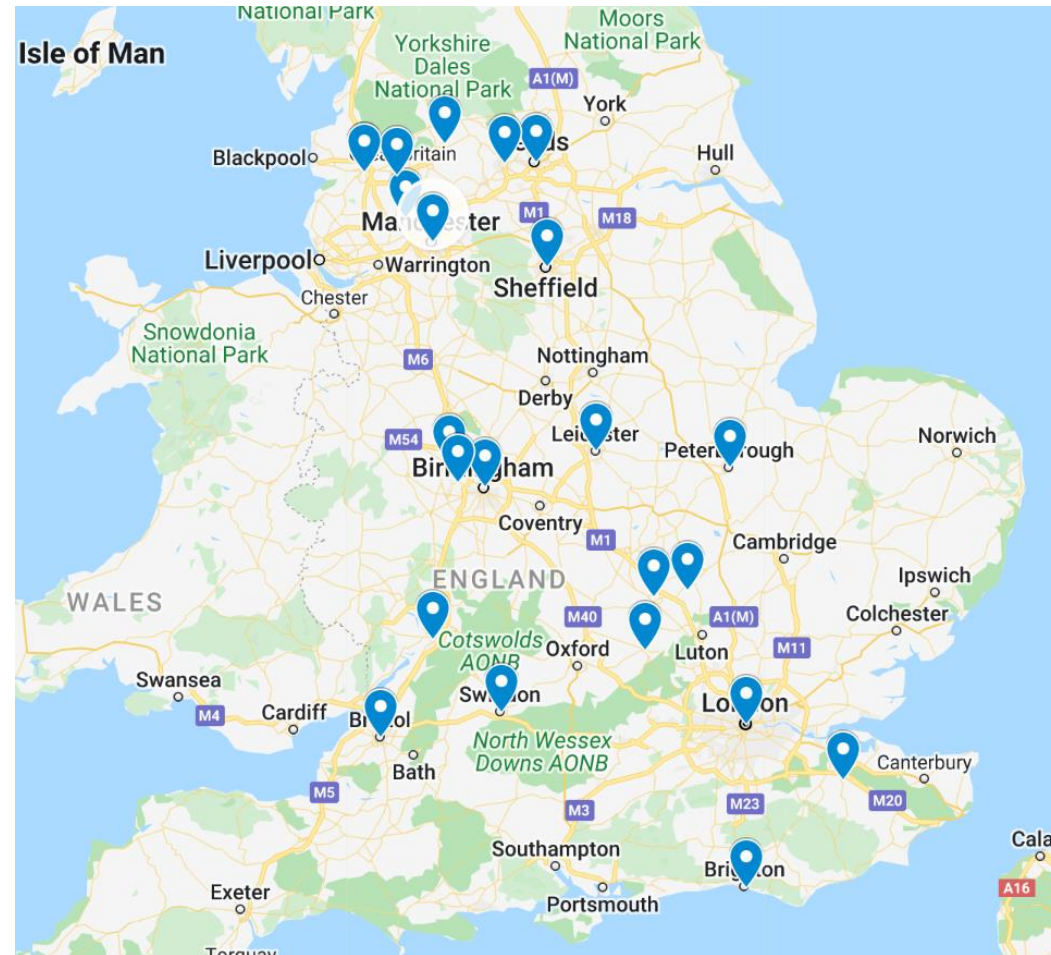
14
combined

13
organ

2
stem
cell

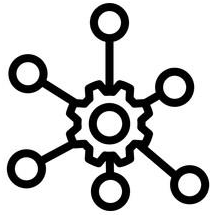


Engaging Black African and Caribbean, South Asian, Pakistani, Hindu, Muslim, Sikh, Sindhi, Buddhist, Jain, Jewish and Chinese communities



Project mediums

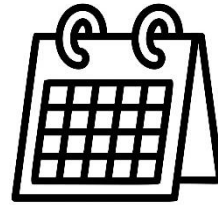
Multi-channel



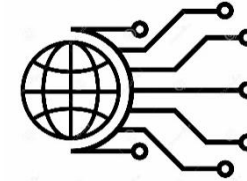
Donor-drives



Events



Digital



Podcast



Video



Radio



Culture/arts



Film



Ambassador



Direct mail



University of Wolverhampton



In the midst of this world, do seva, and you shall be given a place of honour in the Court of the Lord.

(Guru Nanak, GGS, ANG/Page 26)

ਵਿਚਿ ਦੁਨੀਆ ਸਵੇ ਕਮਾਈਐ
ਤਾ ਦਰਗਹ ਬਸੈਣ ਪੁਾਈਐ ॥

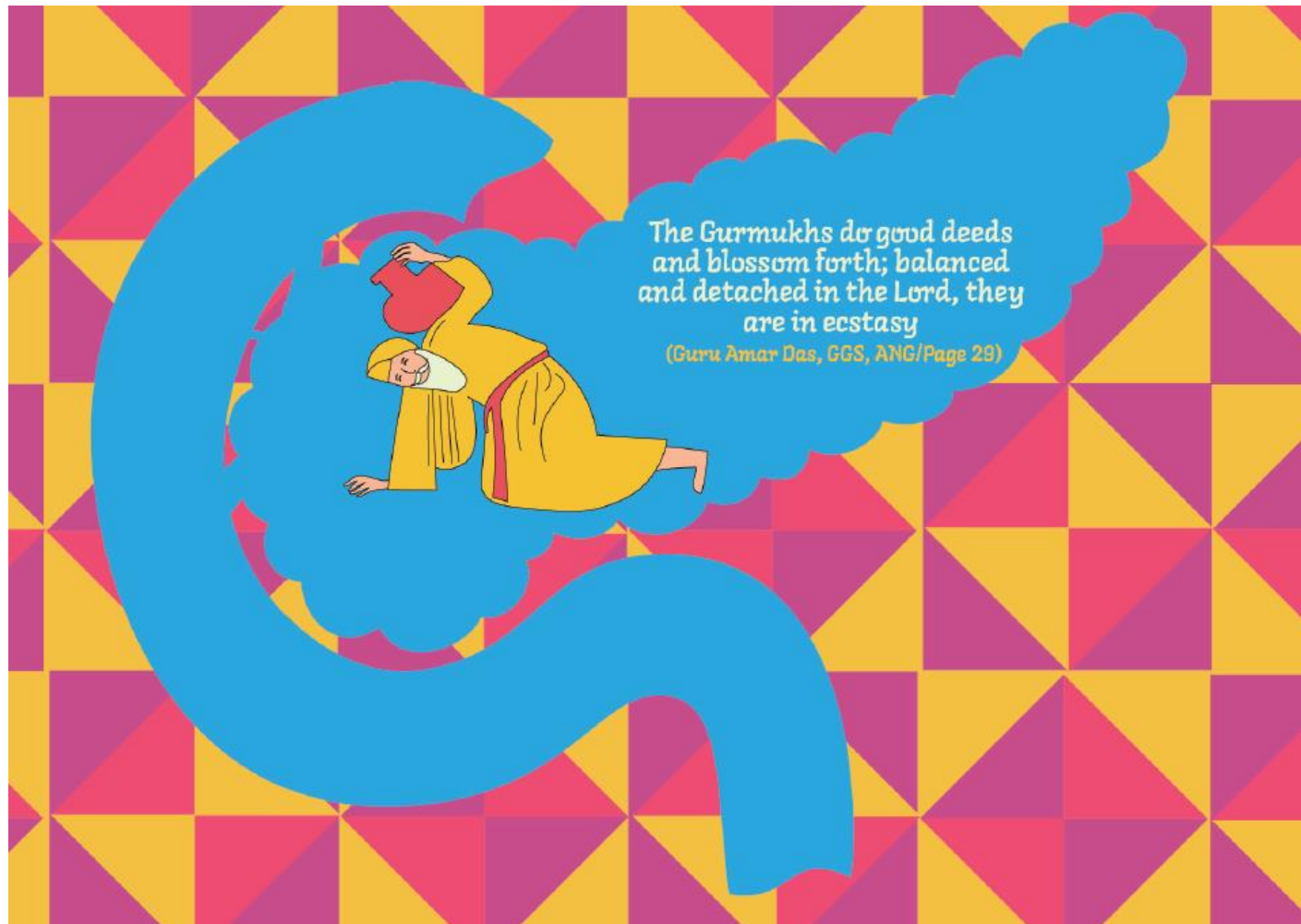
You shall find peace,
doing seva

(Guru Nanak, GGS, ANG/Page 25)



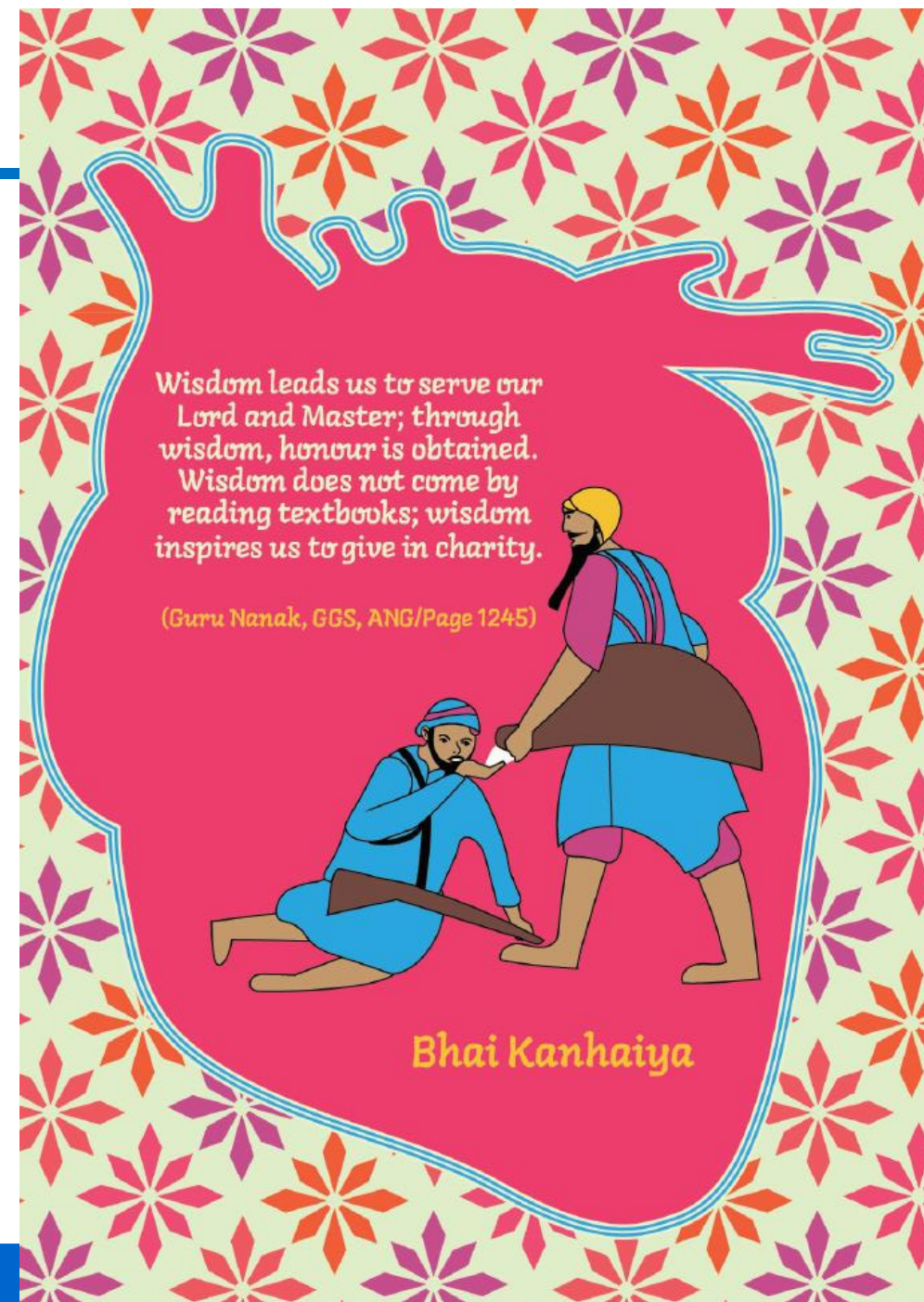
ਮੁਖੁ ਹੋਵੈ ਸੇਵ ਕਮਾਈਆ ॥





The Gurmukhs do good deeds
and blossom forth; balanced
and detached in the Lord, they
are in ecstasy

(Guru Amar Das, GGS, ANG/Page 29)



Wisdom leads us to serve our
Lord and Master; through
wisdom, honour is obtained.
Wisdom does not come by
reading textbooks; wisdom
inspires us to give in charity.

(Guru Nanak, GGS, ANG/Page 1245)

Bhai Kanhaiya



CIS and OD Committee Chairs

- OD Chair role:
 - Remove barriers to donation
 - Promote OD
 - Effective relationships within the community
- Community strategy and CIS
 - Hyperlocal teams and regional CIS management
 - Sharing the next funding round
 - Advisors

Thank you ☺

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