

new 
beginnings



BECOME A
PATRON
OF NEW
BEGINNINGS



New Beginnings UK is a registered charity: 1195427

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DEAR FRIENDS



New Beginnings is an organisation that thrives not only on the impact it makes but also on the connections it builds. Our goal is for businesses and organisations to feel like they are a part of our community, not just today but also in the future. We strive to create a sense of continuity and are honoured by your support, friendship, and presence.

It's always exciting to hear about someone who has recently converted to Islam. As members of the Muslim community, we feel a sense of joy and happiness for that person. This feeling of happiness is a gift, one that we can share and spread throughout our community. However, supporting new converts to Islam and build meaningful relationships with new Muslims and those considering Islam/conversion is not just about sharing this initial excitement. It's about building lasting relationships and providing ongoing support to new Muslims. At its core, supporting new converts to Islam and build meaningful relationships with new Muslims and those considering Islam/conversion is about creating a sense of community and belonging.

TEACHING IS IMPORTANT. BUT SERVICE IS CRUCIAL.

While teaching is an important aspect of supporting new converts to Islam and build meaningful relationships with new Muslims and those considering Islam/conversion, it's not the only one. We must also try to build relationships with new converts and supply emotional and practical support. As a business or organisation, you have the power to help us create a sense of community and belonging for new converts. Your support can help us provide emotional and practical assistance, offer access to educational resources, and build meaningful relationships with new Muslims. We recognise that supporting new converts to Islam and build meaningful relationships with new Muslims and those considering Islam/conversion is an ongoing process, and that new converts may face challenges and questions for years to come. With your help, we can provide the support and resources necessary to ensure that they feel valued and accepted within the larger Muslim community. At the same time, we understand that your support is what makes our work possible. By partnering with us and investing in supporting new converts to Islam and build meaningful relationships with new Muslims and those considering Islam/conversion, you are making a tangible difference in the lives of new Muslims. We believe that this work is important not just for new converts, but for the larger Muslim community.



THE FOUNDERS



BILAL BROWN

Managing director

I accepted Islam in 1999 and went to study Arabic in the Arab world in 2004, where I became fluent within 6 months. In 2006, I returned to the UK, but left again in 2008 to study Islamic Sciences. I graduated from a 4-year intensive, 6-day-a-week, all-year-round course in Shari'ah studies at the Al-Dawli Institute in Damascus in 2012, and also studied privately with scholars there. I went to Yemen for further studies in Shafi'i jurisprudence, Arabic grammar, and self-rectification and returned to the UK in November 2014. I have experience in working with alcohol and drug addiction and teaching young people, as well as certificates in Childcare, IT, Social Science, and Counselling. Currently, I teach Arabic and Islamic sciences to heritage and new Muslim communities in the northwest of England and online, and also do chaplaincy, translation, and community work. I am the managing director and spiritual advisor at New Beginnings. Born in the UK of Afro-Caribbean heritage, I love Italian food, playing football, and have a personal interest in niche fragrances.



IMRAN RAHIM

Education director

I completed my Masters in French and Spanish in 2007 after spending periods abroad in Paris and Granada where I gained fluency in both languages. During this time, I also started my journey in Arabic and Islamic studies, eventually traveling to Cairo in 2012. In 2013, I moved to the Middle East to further study Arabic, Hadith, Theology, and Spirituality, and returned to the UK in 2018 to start a career in tech while continuing to teach heritage and new Muslims. I have over 80 Islamic projects under my belt as a typesetter and cover designer and have also translated several books from Arabic to English. Teaching is my passion, and I strive to make the Islamic tradition accessible and relevant. I have been mentoring and teaching new Muslims for the past 12 years. I am the director of education and pastoral care at New Beginnings. Born in the UK of Pakistani heritage, I support Manchester City (don't let that put you off), love Lego Technic, and consider myself a connoisseur of memes.



RUMELA BANDYOPADHYAY

Events & social media manager

I was born in India and moved to the UK as a young child. I studied Diagnostic Radiography at St George's Medical School and became a qualified radiographer in 2005. During my time at university, I converted to Islam from Hinduism in 2004 and began studying Islam in the UK before moving to the Middle East to continue my studies in Islamic sciences. I focused on Qur'anic studies, spirituality, and outreach (da'wah) while also raising my young children. Since 2010, I have been involved in teaching and mentoring converts. I am passionate about education and pastoral care for converts and believe that Islam provides an opportunity to be the best version of oneself, rather than change who you are. At New Beginnings, I manage the social media and events management and teach Arabic literacy. I am a mother of three and enjoy the outdoors, spending time with friends over mocktails, and movie nights with my kids.



SARAH ACKROYD

Wellbeing manager

I am from the UK and embraced Islam in 2002. After my own conversion and its challenges, I became passionate about supporting new converts to Islam and build meaningful relationships with new Muslims and those considering Islam/conversion. I travelled around the Muslim world during my twenties while raising a young family. I am a qualified counsellor and lead the Wellbeing department at New Beginnings. In my free time, I love travelling, spending time with friends and family, and taking long walks in nature.

BRIGHT
BEGINNINGS
HAVE
BRIGHT
ENDINGS



New Beginnings aims to create welcoming, non-judgemental environments and spaces, online and in-person, that nurture a sound and authentic experience of Islam for converts to Islam and their families or those interested in exploring Islam for the first time.



"As an ongoing supporter of New Beginnings charity, we have seen first-hand the impact they are having on individuals and communities. The work they do is truly transformational and has the power to change lives for generations to come."

Rafah International



WHAT WE OFFER



New Beginnings holds a variety of events throughout the year, both in-person and virtually. Our aim is to create a sense of community and belonging for new Muslims, whether through our bi-annual Eid parties or community hikes. We distribute gift packs to people who have taken their shahadah with us, issue shahadah certificates. Arrange visits to heritage sites, annual retreats and Umrah. We have podcasts, live discussions and crucial wellbeing services. In addition, we offer online courses that have garnered significant interest. In the past year alone, our foundational course, "Firm Foundations," has received over 800 registrations, while our course on "The Life of the Blessed Prophet Muhammad ﷺ" has received over 200 registrations. We are proud of the positive impact that these events and courses have had on the lives of new converts. By providing access to educational resources and community building opportunities, we are helping converts experience a real sense of belonging in knowledge and experience.



YOUR PART IS INTEGRAL

At New Beginnings, we believe that every new convert to Islam is a precious gift, and we are honoured to support them on their spiritual journey. Our work is not just about sharing knowledge or offering guidance, but about creating a sense of community and belonging for new Muslims. And we can't do it without your help. As a business or organisation, you have the power to make a real difference in the lives of new converts. Your generosity and support can help us provide emotional and practical assistance, offer access to educational resources, and build lasting relationships with new Muslims. We invite you to join us on this journey of faith and service. Every small effort counts, and we are grateful for every contribution.

When we see a new convert, we feel a sense of joy and happiness for them. We believe that every convert deserves to experience the warmth, love, and support of this incredible religion, and with your help, we can make that a reality. Together, we can create a stronger, more inclusive community that reflects the true spirit of Islam. Your partnership and support are crucial to our success, and we are honoured to have you as part of our community. Thank you for your generosity, your friendship, and your presence.



NEW BEGINNINGS AND YOU



At New Beginnings, we believe that strong partnerships are essential to our mission of supporting newly converted Muslims and those interested in conversion. That's why we offer a corporate patron package that provides mutual benefits for us as a Muslim organisation and our partners in the business world.

By collaborating with our patrons, we can achieve greater impact and reach more people in need of support and guidance. And for businesses that partner with us, there are tangible benefits as well. Experience shows that Muslim customers are more supportive and pay more for products and services offered by a Muslim-owned business that is actively supporting the dawah work in their community.



PATRON BENEFITS

PATRON PACKAGE	DONATION AMOUNT PER ANNUM	WHAT YOU GET	WHAT THIS MEANS FOR CONVERTS
BRONZE	£1,800	<ul style="list-style-type: none"> - Proud Patron certificate 	<ul style="list-style-type: none"> • This amount could sponsor one convert from the beginning of their journey
SILVER	£3,900	<ul style="list-style-type: none"> - Proud Patron certificate - Your logo and link to your website on our website - One-off social media post promoting your patronage. - Your business logo on our event promotional material - More high-quality media content 	<ul style="list-style-type: none"> • This amount could sponsor two converts from the beginning of their journey including a structured plan of Islamic learning, access to wellbeing services, social events, trips, and retreats to experience Islam.
GOLD	£6,700	<ul style="list-style-type: none"> - Proud Patron certificate - Your logo and link to your website on our website - Quarterly social media post promoting your patronage. - Advertise your business at our annual Eid parties. - Your logo and link to your website in our email newsletter - Your business logo on our event promotional material 	<ul style="list-style-type: none"> • This amount could sponsor three or four converts from the beginning of their journey including a structured plan of Islamic learning, access to wellbeing services, social events, trips, and retreats to experience Islam. • Reduce waiting times for counselling
PLATINUM	£9,800	<ul style="list-style-type: none"> - Proud Patron certificate - Your logo and link to your website on our website - Your logo and business featured in all our presentations. - Quarterly social media post promoting your patronage. - Your logo and link to your website in our email newsletter - Digital assets incl. email signature, socials, web banners etc. - Exclusive dinner invites to successful local business networking group. - Your business logo on our event promotional material - Advertise your business at our annual retreats and Eid parties. - 2 invites to any of our Eid parties 	<ul style="list-style-type: none"> • This amount could sponsor five converts from the beginning of their journey including a structured plan of Islamic learning, access to wellbeing services, social events, trips, and retreats to experience Islam. • Building curriculums for Islamic organisations and workshops to educate the wider Muslim community

But the benefits go beyond mere financial gain. By aligning with New Beginnings, you can improve your brand reputation, build good public relations, and most importantly, fulfill an act that is beloved to Allah ﷻ. Supporting our work is not just a charitable act; it is a means of spreading the light of Islam and inviting others to the path of Allah ﷻ.

As the Quran says, "Oh Prophet! We have sent you as witness, bearer of glad tidings, a warner, as one who invites to Allah ﷻ with His permission, and as a lamp spreading light" (33:45-46). By partnering with New Beginnings, you are playing a vital role in spreading that light and inviting others to the path of Allah ﷻ. We invite you to join us on this important mission, to benefit from the rewards and blessings of supporting new Muslims, and to be a part of our community of faith and service.

MEET MONICA



She was searching for answers about Islam and turned to New Beginnings for guidance. What she found was a community of kindred spirits who accepted her with open arms. Even though the Muslim community in Belfast is small, Monica found a sense of belonging with the help of New Beginnings. Thanks to the support and encouragement of New Beginnings, Monica is thriving and counting her blessings. But not all new Muslims are as fortunate as Monica. Many face a lack of resources and support as they navigate their spiritual journey.

At New Beginnings, we believe that it is our duty to fill this gap and provide a safe and welcoming space for converts and those interested in Islam. But we cannot do it alone. We rely on the generosity of businesses and organisations to help us make a difference in the lives of new

Muslims like Monica. By becoming a corporate patron of New Beginnings, you can help provide access to resources and support that new Muslims need to thrive. Your support can help us offer a warm welcome to those who are seeking spiritual growth and self-discovery. You can help us build a community that offers genuine support and guidance to those in need.

Monica's story is a testament to the power of community and the importance of having access to resources and support. With your help, we can ensure that more new Muslims have access to the same kind of care and guidance that Monica received. Join us in our mission to provide a safe and welcoming space for converts and those interested in Islam. Your support can make a real difference in the lives of new Muslims and help them on their journey of spiritual growth and self-discovery.

