



IN THE NAME OF GOD, MOST GRACIOUS MOST MERCIFUL

PO BOX 10121
Cedar Rapids, IA 52410
(319) 892-0256
www.masservicecorps.org

Muslim American Society Service Corps (MSC)

NATIONAL HUMANITARIAN DAY RELIEF DRIVE GUIDELINES

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PURPOSE AND BENEFIT

The purpose of this guide is to provide supplementary support for the leadership and workers of participating MAS chapters and Islamic centers in conducting the Relief Drive to benefit the needy of their communities, both Muslim and non-Muslim, thereby helping to alleviate hunger within their own communities, and to "...feed the distressed ones in want" (Al-Hajj 28).

Defining the goals of Islamic charitable giving, the Prophet Mohammed (May the Blessings of Allah be upon him) said that we are all responsible for our neighbors: "He is not a believer who lets himself be satiated while his neighbor goes hungry".



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PROJECT INFORMATION

This June's Relief Drive is timed to coincide with National Hunger Awareness Day, and is directed toward those who are needy in America—regardless of their faith, creed or national origin. During this project, MSC is accepting donations of:

- Canned Goods and Non-Perishable Foods
- New and Gently Used Clothing
- Funds for Islamically Sacrificed Meat
- Cash gifts in all amounts

All collected donations (both cash and hard-goods) are to be retained for use and distribution right here at home. No money or goods will be distributed outside of the US.

Relief goods (including meat) are scheduled for delivery no later than June 2, 2008 for immediate distribution to prearranged distribution centers/recipients, including:

- Food banks
- Soup kitchens
- Shelters
- Mosques
- Social service agencies that provide food to the poor or disadvantaged.

Each chapter is responsible for making these arrangements locally.



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Meat Details

The cost for a single animal is \$1050, which is then broken down into donor shares that may be purchased at \$3.50 per pound. Donors may purchase the entire animal, or designate one or more shares for distribution. Currently, 25 cows have been purchased for national distribution to those in need. All animals sacrificed are grass fed (no pork feed, no hormones).

Slaughter and Delivery

Slaughter of the animals, according to Islamic tradition, will take place on May 20, 2008, after which the meat will be processed and frozen. The packaged meat is scheduled for shipment via FedEx to participating MAS chapters and Islamic centers on May 28, 2008 for delivery no later than June 2, 2008. Each chapter/Islamic center is then responsible for immediate distribution to prearranged distribution centers/recipients.

NOTE: This project is an opportunity for your chapter/Islamic center to reach out to the underserved in your community!

Package Labeling

Before delivery of the meat to the above recipients, each chapter or Islamic center should imprint a label and place it in the area provided on each package of meat, which should contain the following information:

- MAS chapter or Islamic center name
- Full address
- Telephone number
- E-Mail address



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It is highly suggested that the label be a non-water soluble, self-sticking peel-off version, and for maximum impact, be imprinted with non-water soluble ink with type large enough to be easily read. Although the label may be handwritten, it is cautioned to be in black or blue, legible block print. All information—whether handwritten or computer-generated—should be spell-checked and confirmed for accuracy. The label size should be 3" x 1".

PUBLICIZING THE RELIEF DRIVE

After the event is underway, each chapter or Islamic center should have solid documentation of the event in the form of an article in a style suitable for print in a magazine, newspaper, or other publication, and include high-resolution digital photos.

Each chapter or Islamic center should also keep a detailed list of distribution amounts, locations and recipients, including:

- Number of needy served
- Total amount of goods and meat distributed
- Total cost of distribution
- Organizations benefiting from Relief Drive
- Names and addresses of other organizations that partnered with the MAS chapter or Islamic center for this event.

It is preferred that the distribution also be documented through digital video. If possible, this task should be assigned to an experienced person; as well, the use of professional-quality equipment is recommended.



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Although MSC will distribute a press release nationally about the event, to put a local personal touch on the event, any additional news or announcements dispensed by participants should include the following:

- Purpose and importance of the Relief Drive
- Listing of distribution centers
- Total event figures:
 - Pounds of goods and meat distributed
 - Number of needy served
- Phone numbers or other contact information for local distribution facilities, as well as MAS Service Corps contact information
- **MAS Service Corps (MSC)**

PO BOX 10121

Cedar Rapids, Iowa 52410

Phone: (319) 892-0256, Website: www.masservicecorps.org, E-mail: info@masservicecorps.org].

Cautionary Note: *Respect the dignity of the needy! Do not take photos of them, except when they are in line with others. Do not "stage" photos of them receiving the goods or meat, or push to them to pose, as they may feel you are putting their poverty on display.*

Event press releases, photos and video should be distributed to:

- Local and regional television stations
- Area community newspapers
- Regional newspapers
- MAS chapters' newspapers and other forms of publicity
- Local Masajid and Islamic centers' newsletters



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RELIEF DRIVE DISTRIBUTION DAY

- Be certain that every Distribution Center has a defined coordinator.
- Make sure a list of materials needed at the time of distribution is compiled in advance.
- All volunteers should wear a T-shirt, jacket, button, cap, visor, arm band or sign indicating their participation in the event, and they should be dressed according to the weather.
- MSC has a limited number of T-Shirts available for order. Contact Campaign Manager: Vicki Habhab for details (vhabhab@hotmail.com).
- Distributed goods should be given out in bags or boxes with the MAS Service Corps (MSC) and/or the MAS chapter's logo affixed and clearly visible.
- Distributed meat should be placed in a clear plastic bag so that the packaged meat labels are clearly visible.
- Be at the distribution center on time.
- Behave humbly, and be courteous and kind to the needy who will receive your gift.
- Give those who are responsible for the Distribution Center your extra respect.
- Unless asked otherwise, let the local leaders of the Distribution Center lead.
- To respect the dignity of the needy, do not take photos of them, except when they are in line with others. Do not "stage" photos of them receiving the meat, or push to them to pose, as they may feel you are putting their poverty on display.

EVENT FINAL REPORT



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As soon as all relief goods have been distributed, a copy of all press (releases, articles, interviews, coverage, etc.) and footage (both still and video) should be sent to MAS Service Corps, PO Box 10121, Cedar Rapids, Iowa 52410.

You may also email your report to msccampaign@gmail.com.

Along with media coverage, a final report from the local Relief Drive coordinator should also be included detailing:

- Number of needy served
- Total amount of goods and meat distributed
- Total cost of distribution
- Organizations benefiting from Relief Drive
- Names and addresses of other organizations that partnered with the MAS chapter or Islamic center for this event.
- Listing of names, affiliations and types (television news, newspaper, etc.) of all media that covered the event.
- Names and positions of all MAS chapter or Islamic center participants.

This may also be emailed to msccampaign@gmail.com

FINAL PAYMENT INFORMATION

Relief Drive final payments should be received by MAS Service Corps no later than Saturday, June 14th, 2008. Make checks payable to MAS Service Corps, with "Relief Drive" listed in the subject line.