
Al-Emaan Centre Strategy 2025 – 2026

“Serving with Ihsan – Together for a Stronger Community”

A Message from Shaffiq Din, Executive Director

Assalamu alaikum wa rahmatullah,

Every year, Al-Emaan Centre grows a little more—spiritually, socially, and organisationally. 2025 – 2026 is a year of consolidation and renewal: strengthening our foundation, deepening our impact, and ensuring sustainability for future generations.

Our strategy builds upon one intention — **to serve with ihsan**, excellence that pleases Allah and benefits people. It aligns our Trustees, Management, Staff, and Volunteers around shared goals so that every activity, project, and partnership contributes to a single purpose: *faith in action*.

Our Vision

To develop Al-Emaan Centre into a sustainable, spiritually enriching hub that serves its community with ihsan.

Six Focus Areas for 2025 – 2026

Focus Area	What It Means for You
1  Financial Stability	Establishing self-sufficiency through services such as Tahreem Funeral Services , the Green Pages Business Directory , and the Al-Emaan Waqf , so donations can fund growth rather than survival
2  Youth Succession Planning	Creating pathways for young people to lead — through a Youth Council , mentoring, and leadership programmes — ensuring the next generation shapes AEC's future
3  Wider Community Engagement	Deepening relationships with neighbours, schools, and civic partners, demonstrating Islam through cooperation, service, and compassion
4  Building Teams & Leadership	Investing in our people with structured inductions, training, and growth opportunities so every volunteer and staff member works confidently and collaboratively
5  Community Activities	Expanding events and initiatives that bring families together, strengthen unity, and share joy — from large gatherings to small acts of kindness
6  Spiritual Focus	Enriching faith through talks and lectures, retreats, and classes that inspire knowledge, reflection, and connection with Allah

Why This Matters

- **Sustainability:** Financial independence means lasting service for Bromley and beyond
- **Unity:** Shared goals bring Trustees, staff, and volunteers together
- **Youth:** Our young people will see a future for themselves within AEC
- **Faith:** Every activity connects back to worship and excellence
- **Community Impact:** Tangible benefit to local families, neighbours, and society

How You Can Participate in this Great Endeavour

- **Volunteer** – join one of our service teams or youth projects
- **Contribute** – support the Waqf or become a business partner in Green Pages
- **Connect** – attend our programmes, share your ideas, and help us serve better

“The believers are like one body; when one part aches, the whole body responds with wakefulness and fever.” – Prophet Muhammad ﷺ

Together we can embody that unity, mercy, and excellence.

Shaffiq Din

Executive Director – Al-Emaan Centre

“Indeed, Allah loves those who do things with excellence.” (Qur'an 2:195)
