ISLAMIC RELIEF USA

DAY OF DIGNITY

EVENT MANUAL

The best of people are those that bring most benefit to the rest of mankind."

Prophet Muhammad, SAW

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A GUIDE TO HELPING NEIGHBORS IN NEED

This manual is intended to help grantees and partners plan and run a successful Day of Dignity event. This includes logistical coordination, connecting with partners, promoting the project with the media and public and effectively managing volunteers. The objective is to create an event that most effectively serves the community, and creates avenues for continued service for those in need. Additional information and support is available by contacting our USA programs team at 703-236-0414.

ABOUT IRUSA

Islamic Relief USA™ (IRUSA™) was founded in California in 1993 as a 501 (c)(3) tax-exempt charity involved in international humanitarian relief efforts. IRUSA is a legally separate and independent member of a global family of collaborating relief organizations that share a common vision, mission, and family identity, and all of which use the term "Islamic Relief" as part of their organizational name.

The Islamic Relief family organizations have been engaged in relief projects for more than a quarter of a century and can now be found in more than 35 countries throughout Africa, Asia, Europe and North America.

IRUSA provides emergency disaster relief when it is needed, and spearheads development projects in multiple sectors, including education, income generation, orphan support, health and nutrition, and water and sanitation. IRUSA directly supports international projects in these sectors in nearly 30 countries around the world.

IRUSA is headquartered just outside of Washington, DC, in Alexandria, VA, and maintains regional offices in California, Illinois, New Jersey, and Texas.

In addition to its international relief and development initiatives, IRUSA supports projects to help disadvantaged communities within United States. Some of IRUSA's domestic projects have included:

- Grants to social service providers
- Zakat programs (temporary financial assistance programs for basic needs)
- Healthcare in underserved areas
- Ramadan food distribution program
- Qurbani meat distribution program
- USDA school feeding program
- Financial literacy and matched savings programs
- Refugee assistance programs
- Annual 'Day of Dignity' program (which engages local community social service providers and their partners in providing food, medical care, and other services to thousands of unhoused and underserved people across the country.)

OUR MISSION

Islamic Relief USA provides relief and development in a dignified manner regardless of gender, race, or religion, and works to empower individuals in their communities and give them a voice in the world.

OUR VALUES

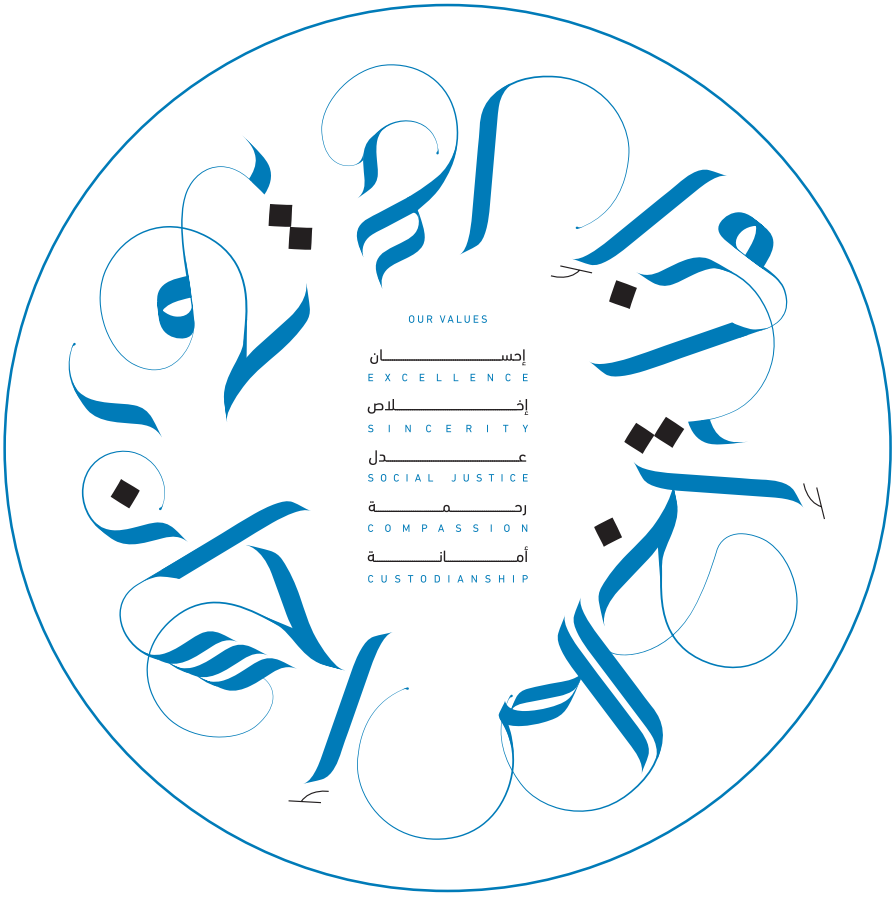
These traits express the belief and define the culture of the organization. We remain guided by the timeless values and teachings provided by the revelations contained within the Qur'an and prophetic example.

Our actions in tackling poverty are marked by excellence in our operations and conduct, which are deserving of the people we serve.

In responding to poverty and suffering, our efforts are driven by sincerity to God and the need to fulfill our obligations to humanity.

We believe the protection and well-being of every life is of paramount importance and we shall join with other humanitarians to act as one in responding to suffering brought on by disasters, poverty and injustice.

We uphold our duty of custodianship over the Earth, its resources and the trust people place in us as humanitarian and development practitioners. We are transparent and accountable.



ABOUT DAY OF DIGNITY

Day of Dignity is Islamic Relief USA's flagship effort to reach out to the community along with grantees and partners to promote services for those most in need. The day is meant to build relationships inside and outside the Muslim community with interfaith partners and local government.

The Day of Dignity mission is to promote volunteerism, build relationships, and encourage local organizations to have a transformative impact on their community. It is also an effort to provide basic living essentials and medical services, and to connect beneficiaries to ongoing assistance.

It is incumbent upon Muslims to make a contribution by treating neighbors in need with respect, kindness, and love. These events are an opportunity for Muslim communities to engage with those in need of neighborly assistance. In an effort to dignify us all, Day of Dignity is a platform to start conversations and reach out to help one another.

VISION

To get community service providers to mobilize themselves and their neighbors in providing direct services to individuals in need.

GOALS

- To promote community service and provide relief to marginalized populations
  To connect individuals in need with local services and service organizations
- To build relationships between different faith communities with the shared mission of service
- To provide basic living essentials such as food, clothing, medical services and more to persons lacking these essentials
- To empower local partners to have a visible impact in their communities
- To educate the general public about IRUSA's service work and get people involved

SCOPE OF PROJECT

Day of Dignity is a local project intended to be executed with local partners. Though the event itself will last only one day, there must be a concerted effort to connect beneficiaries to support services that are available to them in the long term.

All Day of Dignity events should be primarily composed of local organizations and individuals who will be able to consistently provide services to the local population.

Bringing together these community resources is the most important aspect of planning any Day of Dignity event.

HOW TO HOST A DAY OF DIGNITY EVENT

WHY DAY OF DIGNITY?

Day of Dignity creates an opportunity for caring individuals from diverse communities to provide services to their neighbors in need. Through Day of Dignity, Islamic Relief USA brings volunteers around the country together each year to distribute food, clothing, blankets, medical care and other services.

WHO SHOULD HOST A DAY OF DIGNITY?

- IRUSA engages Community Based Organizations (CBOs), as well as faith and non-faith based organizations to work towards common goal of community service
- Target organizations have 501(c)(3) status and serve a targeted beneficiary group on regular basis
- These organizations operate in strategic geographic areas serving those living at or below the poverty line
- These organizations demonstrate the ability to match resources to effectively implement a Day of Dignity event (identifying in-kind resources, and mobilizing diverse volunteers)
- These organizations are willing to comply with IRUSA policies and procedures for hosting a Day of Dignity event, including all legal, marketing, procurement, operations, and reporting requirements

HOW

Organizations interested in hosting a Day of Dignity event must complete an online application. All nonprofit, community-based organizations that partner with community based organizations (regardless of whether they are faith-based or not) are invited to submit a proposal to Islamic Relief USA to be a Day of Dignity host. Grants are awarded for the Day of Dignity event only. The grant size will be up to $10,000 per event, depending on the scope of the proposal. The application contains the following sections:

- A proposal narrative
- Budget form and narrative
- List of sponsors and partners
- Board and staff table and additional attachments

IMPORTANT REQUIREMENTS:

- Please ensure all required sections are completed in their entirety or your proposal will not be considered.
- Clearly label each section with the heading we have provided and answer all questions in the order they are listed.
- Applications can be submitted at any time but must be submitted before the date specified in the RFP to be considered within that same year.
- Your application MUST be complete and submitted in our grant management system, which can be found on **irusa.org/grants** by clicking "**Start Your Application.**"

BEFORE DAY OF DIGNITY

Prior to receiving your Day of Dignity orientation, the following must be completed:

- Submission of Appendices 1, 2, and 3
- Submission of a 501(c)(3) form
- Submission of the Organizational Summary Sheet
- Event Coordinator Selection
- Creation of committees (see the section on Creating a Team below for suggested committees for your Day of Dignity event)

During orientation, IRUSA programs staff will discuss the content of your event, determine which aspects of your event are approved, and point out which aspects may require some alteration before final approval is granted.

GETTING STARTED

Like any direct service project, Day of Dignity must start with the population you intend to serve. It is vital that you consider who you are serving before planning the event.

Consider the following questions:

WHO ARE THE PEOPLE YOU INTEND TO SERVE?
WHAT ARE THEIR PRIMARY NEEDS?
WHERE ARE THEY LOCATED?
HOW CAN YOU ACCESS THEM?

It would be very useful to engage with your beneficiary population before you plan the event. Host a small community round-table discussion where you invite some members of the population you intend to serve. Ask them directly what kind of services they would like to see at the event. If you need help accessing these populations, contact any local social service organization that deals with the population sector you are seeking to engage.

SITE SELECTION

Answering the above questions will also help you select an event location. Day of Dignity events should take place at a location that is convenient for your beneficiaries, not your organization. Host your event in a place that is easily accessible to the target population.

Other Space Considerations:

- Large enough to accommodate the number of individuals you expect to serve
- Secure area to distribute items and provide basic health screenings
- Appropriate facilities to serve prepared food hygienically
- Access to permanent or portable restroom facilities that can accommodate the number of estimated participants
- Can accommodate a small stage for speakers or performers
- Sheltered space in the event of harsh weather such as rain or cold is a must

IMPORTANT: Please determine the insurance needs of the venue as soon as possible so we can assist you if you are unable to fulfill them yourself.

MAPPING COMMUNITY ASSETS:

At this point, you should start to consider the various assets in your community that can help you make your event as beneficial and effective as possible. Creating an "asset-map" may be useful here.

An asset-map helps you understand the web of interactions between people and organizations in your community. Considering the different groups in the community that can contribute to your event will make it much easier to plan.

Example Community Asset Map

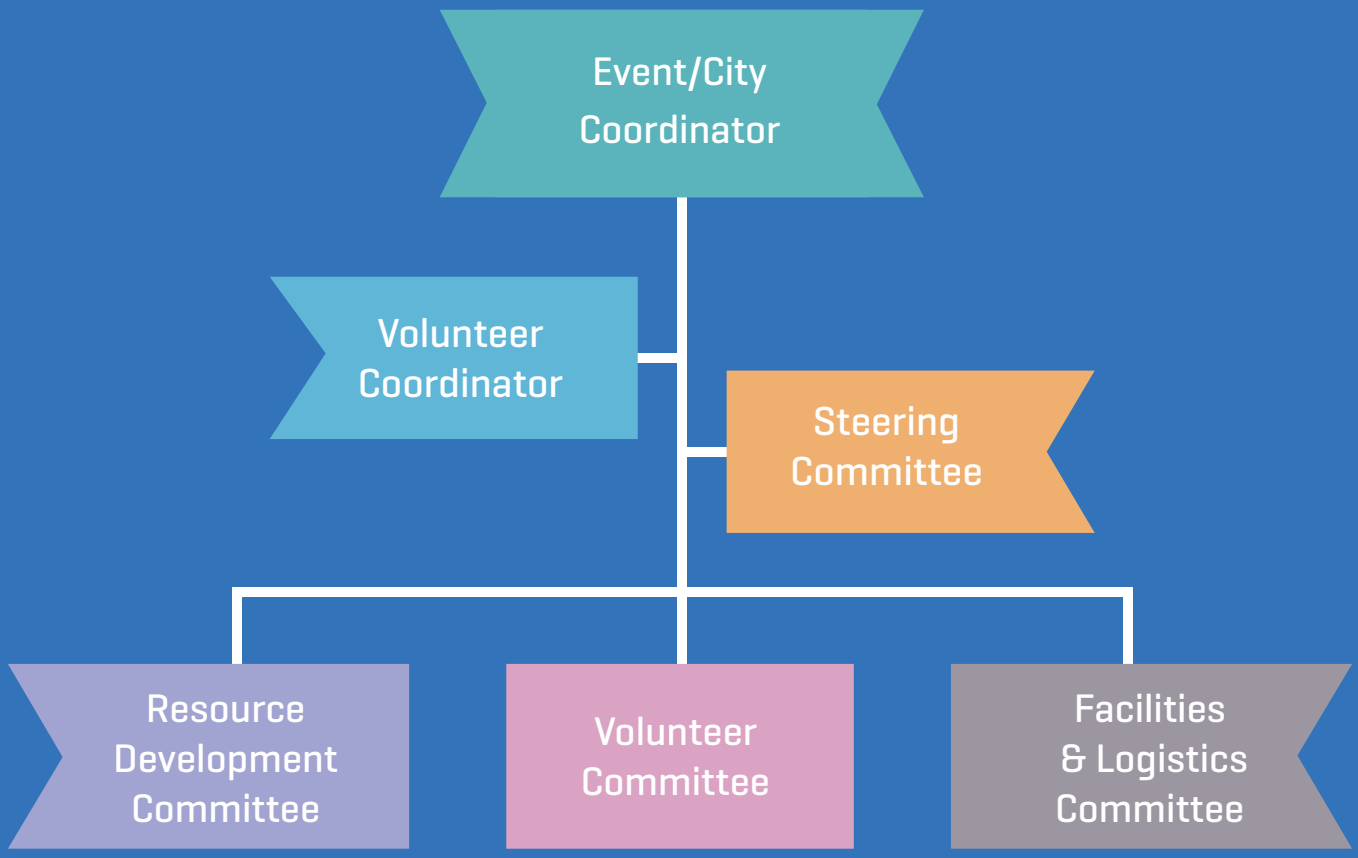
All of these groups and individuals are potential contributors to your event, and getting them involved may be as simple as making a phone call and asking.

- Contact local shelters and service organizations about the event, either for their joint cooperation or for their access to beneficiaries.
- Contact IRUSA's Volunteer Coordinator if you need help finding volunteers in your area
- Contact health organizations and health professionals in your community to provide free medical screenings at your event.
- Contact local faith-based organizations to collaborate on the event. These organizations might have their own social service programs, and beneficiaries to send to your Day of Dignity event. They may also have a volunteer pool that you can access.
- Contact state and local government agencies as collaborators and as participants. At many Day of Dignity events, these agencies provide information about the kinds of social services and public assistance that they can offer to beneficiaries.
- Engage civic and community leaders to participate in the event

CREATING A TEAM

Implementing the event will require a team with specific responsibilities. The first person that should be selected is the Event/City Coordinator, who will lead the rest of the team.

Recommended team structure for planning and running your Day of Dignity event



Event/City Coordinator

- Organize and coordinate event committees
- Primary contact for IRUSA-Domestic Programs
- Responsible for submitting Islamic Relief reports on time
- Chief spokesperson for the event
- Authorized signatory for contracts
- Ensure event is effectively organized and publicized
- Accountable for meeting all Day of Dignity guidelines listed in this manual
- Must designate no less than three other volunteers to assist as leads in planning and management of their Day of Dignity event
- Make final decisions on event planning, coordination, and resolving committee disputes
- The Event Coordinator is the lead and final word in planning your Day of Dignity event. As such they must meet certain requirements.

EVENT COORDINATOR EXPERIENCE AND SKILLS

- The coordinator must have previous experience managing events targeting populations in need
- The coordinator must have the ability to recruit and manage a local team of volunteers to assist with the implementation of the Day of Dignity event.
- The coordinator must be able to engage with intra-faith and interfaith communities for the planning and execution of the Day of Dignity event.
- The coordinator must be able and willing to dedicate an average of 5-10 hours per week to plan for their Day of Dignity event at least 3 months prior to the date of the event.

Volunteer Coordinator

The volunteer coordinator can be selected by the Event Coordinator, and is essentially the human resource manager for the event with the following responsibilities;

- Oversight of all volunteers at the event
- Responsible for volunteer recruitment (should be capable of engaging a diverse group of volunteers for the event)
- Ensure that all volunteers are trained, and aware of their individual roles and responsibilities
- Responsible for reassigning volunteer duties during event if necessary to ensure smooth function of activities

COMMITTEE CHAIRS

COMMUNITY REPRESENTATIVES (MASAJID, SCHOOLS, COMMUNITY ORGS, GOVERNMENT, ETC)

COORDINATORS

Steering Committee

Once a coordinator has been selected the next step is to recruit a strong steering committee to support the coordinator. The Steering Committee should:

- Be comprised of reliable and experienced volunteers with strong organizing skills
- Represent diverse members of the community where this event will be hosted.

Resource Development Committee

The Resource Development Committee is responsible for:

- Contacting businesses and nonprofits for in-kind donations/contributions
- Monitoring and maintaining a database of financial and in-kind contributions
- Developing and implementing an event promotion plan – this includes identifying a media coordinator who will be the primary contact for Islamic Relief USA

Volunteer Committee

Volunteer Coordinator is responsible for making sure the following activities are completed:

- Recruiting and registering volunteers
- Volunteer orientation and training day
- Training for volunteers must include the U.S. Department of Agriculture's "Cooking for Groups": **http://www.fsis.usda.gov/shared/PDF/Cooking_for_Groups.pdf**
- Identifying volunteer tasks
- Assigning volunteers to tasks
- Collecting volunteer feedback
- Administering sign-in sheets and collecting all volunteer information
- Maintaining regular contact with volunteers

Facilities & Logistics Committee

Is responsible for making sure the following activities are completed:

- Selection of event location
- Submitting invoices for any facilities cost
- Securing permits and insurance
- Drafting a site map
- Securing equipment and supplies (telecommunications, tables & chairs, toilets, etc.)
- Ensuring adequate security
- Collecting sign-in and registration information from beneficiaries
- Collecting and maintaining data on beneficiary population

FINANCIAL REPORTING

Every Day of Dignity host will have filled out the **Budget Form** included in the initial RFP. It is absolutely essential that records are collected for every financial transaction related to Day of Dignity. This is an integral part of your financial reporting requirements and organizations that do not submit receipts will be deemed non-compliant.

Please collect and keep all purchase receipts and invoices for submission to IRUSA.

WHAT IRUSA WILL PROVIDE:
Implementing the event will require a team with specific responsibilities. The first person that should be selected is the Event/City Coordinator, who will lead the rest of the team.

TRAINING SESSIONS

Prior to signing the grant agreement, each organization will participate in a webinar to review this document (IRUSA's Day of Dignity manual) and answer any questions. There will also be opportunities for one-on-one follow-up technical assistance with each coordinator

MARKETING TOOLS

Islamic Relief will provide each location with marketing tools to help promote the event. You will be able to talk to our marketing team and regional office managers to see the best possible way to utilize these tools.

PROMOTION MATERIALS: Promotional materials created and used MUST come from Islamic Relief USA. Any needed promotional materials should be requested from IRUSA in the Day of Dignity application. These may include:

- Postcards
- Posters
- Brochures
- Online Video
- **IRUSA.ORG** event page
- IRUSA Facebook event page
- IRUSA Day of Dignity YouTube video

DAY OF EVENT BRANDING REQUIREMENTS:

- Proper Islamic Relief USA branding should be present at all Day of Dignity event locations
- Islamic Relief USA banners and pull up banners should be in clear, unobstructed display at the Day of Dignity event
- T-shirts will be provided for staff and registered volunteers
- Tote bags should be used to distribute supplies, food and information
- Table cloths should be used on registration tables and other tables in clear display and in neat, clear fashion
- Food handlers should wear aprons provided to them by Islamic Relief USA

EVENT DAY MATERIALS MAY INCLUDE:

- T-Shirts
- Tote bags
- Banners
- Aprons
- Table Cloths

MEDIA REQUIREMENT:

- Any photo, video, audio or written materials, collected by the implementing partner at Day of Dignity, **MUST be sent to Islamic Relief USA unedited and raw within four weeks of the Day of Dignity event.** (All written consent forms must be included with all footage and photos for every person recorded, interviewed or photographed)
- Any materials not created by Islamic Relief USA with material obtained from or for Day of Dignity must be sent for review and approved by Islamic Relief USA's marketing team before public release
- **Any person(s) photographed or interviewed must give written or recorded consent to be used in public marketing for Islamic Relief USA.** (see sample form: Annex 3)

MEDIA TOOLS

IRUSA's Public Relations staff will provide press releases for each event. The local coordinators can reach out to IRUSA's PR team to inform them of information regarding local issues and how IRUSA should approach framing the press release. IRUSA's public affairs team can also be reached if the local host organization wishes to reach out formally to local elected officials. The public affairs team will provide template letters and a clear framework for sharing information about Day of Dignity and requesting the attendance of local officials.

REGIONAL SUPPORT

Islamic Relief USA has regional offices in Illinois, Texas, New Jersey, California, and Northern Virginia. The volunteer network and staff that are in the vicinity of Day of Dignity events can be drawn upon to support on the day of service. IRUSA program staff along with regional staff may attend each event to document the event and offer any support that may be needed.

BRANDING AND PUBLICITY

The Event Coordinator will be responsible for ensuring that Islamic Relief is appropriately represented at the Day of Dignity event, and in all press or materials related to the event. The following is an overview of our branding policy, the full version of which will be provided to the Event Coordinator, who will be the primary point of contact for the Day of Dignity grant.

A. The Grantee shall ensure that IRUSA is appropriately credited as a funder and supporter of Grantee's Project.

a. At a minimum, the Grantee shall display IRUSA's name and logo, in accordance with IRUSA's **Marketing Guidelines (which will be provided).**The Grantee shall display IRUSA's name and logo in various mediums, including but not limited to event banners and displays.

b. The Grantee will thank IRUSA in public gatherings of the Grantee when the IRUSA-funded Project is discussed. IRUSA and the Grantee shall agree on the form, content and timing of any public announcement regarding the activities governed by this Agreement. The Grantee will invite IRUSA representatives to public gatherings where the Project is promoted. The Grantee will provide IRUSA with photographs, video, press release or any materials produced after the public gathering.

B. Any publication to be produced by Grantee related to the activities covered by this Agreement, in whatever form and by whatever medium, including the Internet, must carry the following wording:**THIS PROJECT IS BEING IMPLEMENTED WITH THE GENEROUS SUPPORT OF ISLAMIC RELIEF USA.**

C. The Grantee shall collaborate with any reasonable request from the IRUSA Public Affairs Contact to ensure that IRUSA's contribution to Grantee's project is fairly represented.

D. Grantee shall obtain IRUSA's prior written approval to use the "Islamic Relief" name, likeness, logo, trademarks, service marks or graphic depictions for any use other than those described above.

E. Any publication to be produced by Grantee related to the activities covered by this Agreement that includes a statement of opinion or policy stance, in whatever form and by whatever medium, including the Internet, must carry the following wording:

The views expressed herein are those of [GRANTEE] and shall not, in any way whatsoever, be construed to reflect the official opinion of IRUSA, its Islamic Relief affiliates, or its donors.

EXECUTING THE EVENT

KICKING OFF YOUR DAY OF DIGNITY EVENT:

Each host organization should plan to do an opening or kick off for their event. This is why it is important for the event site to be able to accommodate a small sound stage. A speaker should open the event to provide volunteers with context and motivation so they feel valued. The main role of the opening speaker is to:

1. Welcome and motivate
2. Remind volunteers of the goals of the event.
3. Share relevant stats/data to add context and value to their efforts.
4. Introduce key partners (and optionally allow them to speak).

Important speakers should be identified early in the planning process and they should also be included in debriefing and celebrating the execution of the event along with volunteers as the event closes out.

MANAGING VOLUNTEERS

Prior to the start time of the event, key volunteers should already be in designated stations. Among the most important stations is the volunteer registration and reception table. This table should be used to:

- Sign in and register volunteers.
- Sign relevant forms and waivers.
- Assign volunteers to a team
- Provide volunteers with a Day of Dignity t-shirt and name tag (make sure there are enough name tags for everyone. Each site will be limited to 50 t-shirts and key volunteers should always have a t-shirt).

The Day of Dignity Event Coordinator should have a system for staying in contact with team leads (you can rent walkie-talkies for the day, or use cell phones). The event coordinator should have an opening briefing with team leads and touch base every two hours throughout the day to make sure things are on track and address any problems.

DISTRIBUTION

All Day of Dignity events are expected to have a distribution aspect included. It is the responsibility of your organization to identify what you will distribute based on the needs of your target community, and to acquire in-kind materials from local organizations and corporations. IRUSA will provide certain materials. Items distributed will vary, but may include the following:

- Hygiene Kits (must be new, will be provided by IRUSA)
- School Kits
- Socks
- Sweatshirts
- Hats
- Gloves
- Toys
- Books
- T-shirts
- Blankets
- Undergarments (must be new)

All in-kind donations and products that are distributed at Day of Dignity events must be new or gently used, undamaged products.

In order to obtain items for distribution, you can contact major to buy these products at a discounted bulk rate. You should also consider soliciting local businesses, and corporations for material donations.

SERVICES

All Day of Dignity events are encouraged to include basic health services for their beneficiaries. Through partnership with the United States Department of Health and Human Services, IRUSA will ensure that there is a health component in your program; however your organization should make an effort to independently set-up the health aspect of the event. Developing connections with the health community in your locality may benefit your organization in the future and create other opportunities for collaboration. Effort should also be made to include other basic living services which can include (but are not limited to):

- General medical check-up
- Blood pressure screenings
- Wound checks
- Oral cancer screenings
- Physician consultations
- HIV/AIDS testing
- Housing (transitional or permanent) information
- Job recruitment services and training
- Education (G.E.D, postsecondary) information
- Health education
- Youth programs/activities
- Family social services
- Public assistance (counseling and registration)
- Veteran services
- Haircuts

IMPORTANT NOTE REGARDING HEALTH SERVICES AND SCREENINGS AT YOUR DAY OF DIGNITY EVENT:
health providers must be covered by their own insurance and must release IRUSA from any liability.

COMMUNITY ENGAGEMENT

An integral part of any Day of Dignity event is engagement with your beneficiary population. Your event should provide volunteers and community members an opportunity to interact in meaningful ways with the people they are serving. There are a number of activities that can be incorporated in your event to accomplish this.

FOOD

Food is an important aspect of Day of Dignity. Your organization is responsible for coordinating food purchases and arranging food service. If possible, all meals served should be halal. Try and create a space where volunteers and beneficiaries are able to sit down together and share a meal. (At past events, organizations have also distributed non-perishable groceries for beneficiaries to take home with them).

ENTERTAIMENT

Musical performances, speeches, and other forms of entertainment can also serve as a platform through which you can engage your beneficiary population.

Please be sure that all entertainment is family friendly.

Other options to consider are workshops, reading circles, carnival games and the like. Whatever you elect to include, your organization must demonstrate a concerted effort to make Day of Dignity more than just a hand-out.

AFTER DAY OF DIGNITY

CLOSE-OUT WITH VOLUNTEERS AND PARTNERS

After your Day of Dignity is complete, it is important to debrief and closeout with the volunteer team. This is an opportunity to put the event in full context after having engaged with beneficiaries, volunteers, partners and community members. The coordinator and other partners can share some insight to help volunteers have a clear sense of what they accomplished. Volunteers can provide valuable information on the challenges and successes of the day to inform future events. This is the time to pass out surveys to volunteers and partners.

Additionally this is a time to share a gift with those who volunteered; a small optional token of appreciation of your organization's choosing.

WRAP-UP REPORT

There is a required closeout report for Day of Dignity on IRUSA's online grant management system. This is a short report that asks for the number of beneficiaries served, photo documentation of the event, and qualitative feedback on the success of the event. This must be completed and is mandatory for those who wish to continue hosting Day of Dignity events or receiving grant funding from IRUSA.

STAY ENGAGED

Despite its name, Day of Dignity is not just about a one-day event—it is an effort to mobilize communities and establish long-lasting programs that foster the spirit of service and volunteerism all year round. The program serves as a means through which volunteers learn about service projects that they can participate in throughout the year. Day of Dignity also helps the host organization identify goals that they will continue to work on year-round. Most importantly, Day of Dignity provides beneficiaries with information about resources available to them in their community so they can get ongoing support.

ANNEX 1

DAY OF DIGINTY EVENT MASTER CHECK LIST

- ☐ Identify your Event Coordinator and Steering Committees
- ☐ Designate specific responsibilities for each team member
- ☐ Assess the needs of the population you wish to serve
- ☐ Outline your event plan
- ☐ Select a site for your event
- ☐ Create of an asset-map of your community
- ☐ Contact potential co-contributors and key community partners
- ☐ Secure advocacy, social service providers and material donations for your event
- ☐ Engage civic leaders, community leaders and partners in a coordination session
- ☐ Finalize event details including time and schedule
- ☐ Recruit volunteers
- ☐ Host volunteer training
- ☐ Promote your event
- ☐ Host your event
- ☐ Closeout and reporting

ANNEX 2

IRUSA DAY OF DIGNITY BENEFICIARY SATISFACTION SURVEY

1. How did you hear about this event?

_____

2. Why did you attend this event today? (Circle all applicable)
    a. I enjoy community social events
    b. To get food
    c. To get other essentials (such as healthcare, haircuts, hygiene kits etc.)
    d. To get information about services available in my community

3. Are you happy with the quality of the services you received today?
    a. Yes
    b. No

4. Are you happy with the quality of the food you received today?
    a. Yes
    b. No

5. Which services did you use at this event today?

_____

_____

6. What kind of services would you like to see at this event next year?

_____

_____

7. How can this even be made better next year?

_____

_____