



**SALAAM PEACE
CORPORATE & BUSINESS
PARTNERSHIP PACK**



“Over the years I have taken pride in supporting and promoting Salaam Peace. Salaam Peace recognises the significant pressures on young people to engage in behaviour making them vulnerable to harm. Salaam Peace challenges negative stereotypes, actively modelling realistic alternatives and promoting the concept of resilience. I have seen for myself the sense of belonging generated through strong, positive and enduring relationships between participants from different backgrounds and across the age range. Individuals on the journey to adulthood clearly learn a more positive and enlightened way to address and move beyond challenges when the going gets tough. I particularly commend the multi-sports programmes and diversionary activities for those at risk of entering the youth justice system and in the rehabilitation of young offenders.”

BEM Nicola Baboneau- Community Volunteer and Community Assessor, Metropolitan Police Service- London Borough of Hackney



Inception

On the morning of July 6th 2005, Sabir Bham stood at Liverpool Street Station in the heart of the City of London. Later that day, Trafalgar Square, just a few miles away, would erupt in celebration as the capital was revealed as the host of the 2012 Olympic Games. Exactly 24 hours later, a Circle Line train travelling from Liverpool Street would erupt under the explosion of the first of four bombs planted on tube trains and a bus in London, by extremists acting falsely under the guise of Islam. In two days, two events that would shape the next seven years of Bham's life occurred.

Over the following weeks, a number of high-profile arrests of residents were made in his local borough of Waltham Forest in relation to the attacks. The situation continued to remain bleak; in the aftermath of the attacks, Bham was invited to Downing Street as a reward for

outstanding community work. However, due to the negative representation of British Muslims, fellow Londoners showed visible distress as Bham entered the tube carriage on his way to the reception. At this very moment, Bham knew that change was needed. Salaam Peace was set up by Bham following discussions with the Metropolitan Police Service, the Home office, social business Catch 22, and community groups to support the implementation of the Government's Prevent Violent Extremism Agenda in East London.

Initially set up to change the perception of British Muslims, Salaam Peace has evolved into a wider community engagement programme, engaging those from all backgrounds and ages to build healthy, cohesive and resilient communities.



"After hearing Yusuf Islam (formerly Cat Stevens) speak about using his music to promote positive images of Islam I thought I would do the same through sport. For me, sport is a great way to bring people together, develop friendships and build respect. I have seen the positive impact of our work and seen others use our, so-called, philosophy or way of working, to then go on and work with other people. Seeing challenging individuals develop into fantastic young adults has been the biggest satisfaction."

**Sabir Bham
(Founder & CEO-
Salaam Peace)**

"Salaam Peace is a remarkable example of how a person's determination to promote the universal values of peaceful coexistence and social justice has resulted in a reality that has been transforming lives for many years. A window of opportunity for all to engage in and bring change to the causes we feel more passionate about in the spirit of mutual respect and inclusivity."

Dr Delia Cortese- Middlesex University, London

Who We Are & What We Do

Salaam Peace is a registered community interest company that uses sports and education to bring people together from diverse backgrounds in order to promote the following outcomes:



Engagement of Black and Global Majority (formerly BAME) communities



Physical and mental wellbeing



Skill development and social education



Youth Leadership: pathways from participation to volunteering, training and employment

To create positive change, we deliver the following high-impact programmes, engaging 1200 people weekly, ranging from children aged 3 to adults in their 70s:

Evening and weekend community sports sessions for young people

Children's study support and life skills sessions

Female-only sports

Men's football

Youth football teams

Walking and cycling groups

School sports engagement- P.E, lunchtime clubs, afterschool clubs and staff INSET

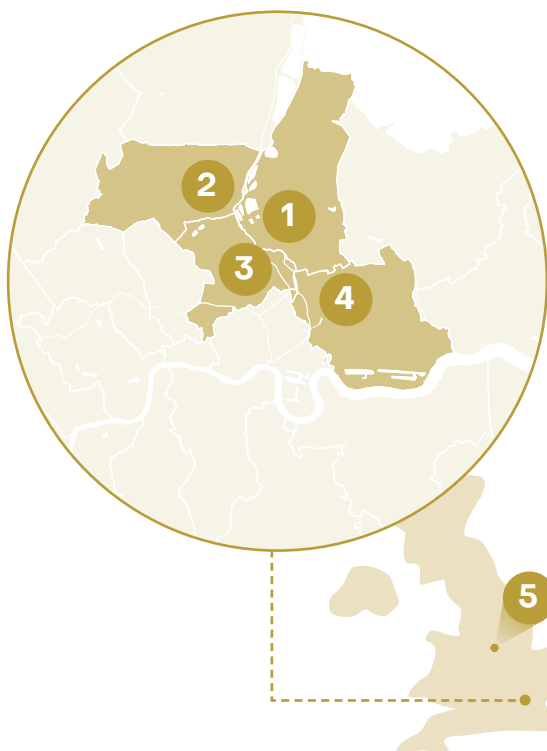
Community events

Holiday sports programmes

Youth advisory board

"Community Champions" volunteering and employment programme

Our programmes take place in the following areas:



1 Waltham Forest: Edinburgh Primary School, Henry Maynard Primary School, Lammas Secondary School, The CRATE, Downsell Primary School

2 Hackney: Hackney Marshes, Hawksley Estate, Frampton Park Estate, Nisbet House Estate, Geffrye Estate

3 Haringey: Down Lane Park

4 Newham: Britannia Village Primary School, Royal Wharf Primary School

5 Leicester: Victoria Park, Regent's College



“Salaam Peace have impressed me with their ability to effectively use community engagement, social education and the power of sport to bring people from the local community together to strengthen cohesion, safeguard people vulnerable to exploitation, enhance local life chances and support people to fulfil their potential. The impact and legacy of their work on the local community is tangible, noteworthy and exemplary.”

Oliver Levinson (Mayor's Office of Police and Crime)





Lived Experience & Youth Leadership



“We feel very fortunate to have Salaam Peace as a partner. A focus on developing young people holistically is prioritised, equipping them with life skills such as determination, empathy and resilience. Not only do these enable them to cope with the many challenges that life requires, it also helps them develop into kind and generous members of our society who give back lots to their communities.”

**Sam Jones,
Headteacher-
Kelmescott School**

We are a user-led organisation, investing time in those around us to build stronger communities. Thus, at the heart of our work is the development of local, young role models who have grown up through the Salaam Peace journey, beginning as project participants and now leading high-impact programmes that make our communities a better place.

Our entire team began their journey with Salaam Peace as participants, then progressing to volunteering and employment with us, are from Black and Global Majority backgrounds and/or live or study in the areas that we work in. The majority of our team are young people, with 80% of staff and volunteers aged 14–25. There is also a strong youth presence at senior leadership level, with two out of four directors aged under 25.

Due to such characteristics, our team are positive, relatable role models for participants to interact with, learn from, and aspire to be like. Through these interactions, participants are motivated to ‘be the change’, taking up our youth leadership opportunities, including our youth advisory board and community champions’ pathway. This enables local, young people to continue to be at the forefront of our organisation.

Youth Advisory Board

Formed of 8 project participants aged 10–16. They currently meet every 6 weeks to discuss issues affecting themselves and their peers, as well as what Salaam Peace can do to tackle these issues and better meet the needs of local young people as well as being actively involved in project design, monitoring and evaluation.

Community Champions Pathway

The community champions pathway is predominantly aimed at 14–25-year olds who live, work or study in the areas we work. Prior experience, qualifications and knowledge are not required as skills and expertise develop over time. The pathway begins with 4-weeks of participating in one of our projects and is followed by 6-weeks of volunteering. If all goes well, then young people are offered paid work as community engagement officers, which involves leading sports and education projects in their local areas. Various progression routes are in place for those in the pathway, with 50 current ‘graduates’ of the pathway now pursuing various roles, including leadership/director positions at Salaam Peace, teaching, and work in the public and private sectors.

Youth Leadership Case Studies

Agne (24) Director of Strategy & Administration:

"I started with Salaam Peace in 2012 (after moving to London from Lithuania in 2011) as a participant on a group gym project in Waltham Forest. I felt an immediate sense of belonging which inspired me to volunteer. Through the support and learning from Sab, I developed my skills coupled with my pride in time management and reliability. By 2022, I have raised over £300,000 for the organisation, deliver numerous sports projects and oversee our payroll and balance sheets. I won the Diana Award in 2020 for my efforts with these projects and graduated with a first-class Psychology degree from Queen Mary, University of London."

Azi (24) Deputy CEO:

"My journey with Salaam Peace started as a participant, aged 11. I progressed into a volunteer and then a paid member of staff, leading a range of sports-based community projects in Walthamstow. Among my achievements, I won the Young Leader with Impact Award for efforts to tackle youth crime, at the inaugural London Impact Awards in February 2020, and have graduated with a first-class degree in Psychology from King's College London. My current role as deputy CEO includes managing our staff and volunteers, income generation and overseeing our projects."

Che (22) Youth Engagement Officer:

"My wonderful journey with SP started in 2017 as a participant, playing for the Leyton Sixth Form College football team, coached by Sab. After finishing college, I began volunteering and soon became a paid member of staff. I graduated with a Sports Science P.E and Coaching degree from Middlesex University in 2022 and assumed the full-time youth engagement officer role at Salaam Peace since. I currently lead school, community and estate-based sports projects in Hackney, Newham, Haringey and Waltham Forest. I won the Diana award in 2021 for my community work but live by the phrase 'there is always more to be done.'"



"I have had the privilege of working with and supporting Salaam Peace over a number of years.

The youth development model created by Salaam Peace is one of a kind and a rare example of how you engage and develop young people into team players, coaches and youth leaders, as well as instilling pride in belonging to a dynamic organisation like Salaam Peace."

**Helen Tredoux,
Director,
Community
Transport
Waltham Forest**

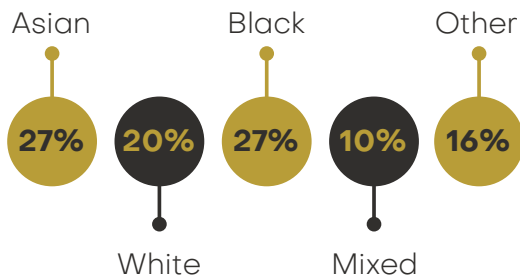
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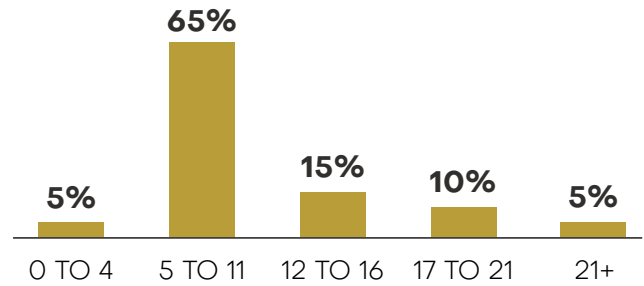
Increase of core participants from

250 to **1200** within 2 years

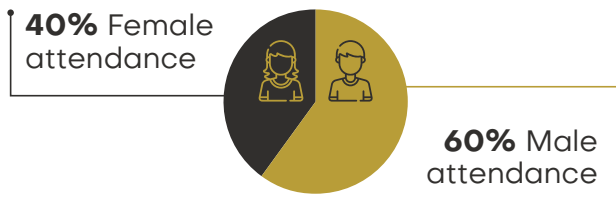
We serve a diverse community



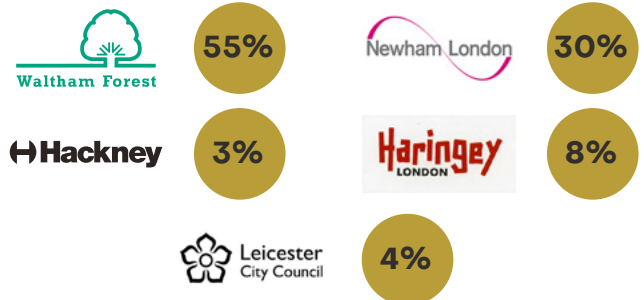
Participants by Age Group



Participants by Gender



Participants from



"It has been a privilege to witness the good Salaam Peace has done in the community and beyond to develop young people, affecting real and lasting social change. I am proud to be associated with the Salaam Peace family. Salaam Peace truly embody 'confident custodianship' in every sense."

Lee Hagger,
Head of Academy Player Care,
Fulham F.C





Recognition

2023 AWARDS

- ★ LTA Connecting Communities Award (Essex Region)

2022 AWARDS

- ★ Jack Petchey AA Recognition Award

2021 AWARDS

- ★ The Diana Award
- ★ South England Prestige Award

2020 AWARDS

- ★ London Impact Award
- ★ The Diana Award
- ★ South England Prestige Award

2019 AWARDS

- ★ Mayor of London Sports Unites Award
- ★ British Sports Award, Sport for Social Change
- ★ The Diana Award

2018 AWARDS

- ★ Kelmscott School Community Partner Award

2017 AWARDS

- ★ Waltham Forest Love Your Borough Award

2016 AWARDS

- ★ European Sport for Peace Award
- ★ Hackney Sport Award

2015 AWARDS

- ★ Points of Light Award, Prime Minister David Cameron
- ★ Mayor of Waltham Forest Award
- ★ Belfast Mayor's Award
- ★ Community Champions Be the Change Awards
- ★ StreetGames National Community Impact Award

2014 AWARDS

- ★ Waltham Forest Sport Awards
- ★ European Peace Innovation
- ★ V Inspired London and South East Award

2013 AWARDS

- ★ StreetGames National Inspire a Generation
- ★ Asian Football Awards
- ★ Kelmscott School Community Award

2012 AWARDS

- ★ Hackney Mayors Award
- ★ Waltham Forest Targeted Youth Support Service Award
- ★ BBC London Award

2011 AWARDS

- ★ London FA Community Impact Award

Benefits of working with us



Get your brand associated with a multi award-winning not-for-profit that places power in the hands of local young people



Meet your corporate environment, social and government (ESG) objectives



Inspire and motivate employees



Develop new skills and experience for staff



Show you care about the local community



Greater understanding and interactions with potential consumers/service users and future employees



Get some great PR!





The work that Sab and the team do at Salaam Peace is an amazing example of how people can make a difference to their community and bring about positive changes to people's health and wellbeing. I am proud to work with Salaam Peace and to support them in their mission to engage communities and improve physical and mental wellbeing."

Sophie Medlin,
Director, City Dietitians

THE DIFFERENCE YOUR SUPPORT COULD MAKE...



£5 funds
unlimited session
access for 1 young
person per week



£30 funds
unlimited session
access for 1 young
person over a
6-week period



£250 funds
a National
Governing
Body coaching
qualification for 1
young leader



£720 funds
a 4-day holiday
sports programme
for young people



£750 funds
match and
training kits for 25
young people



£800 funds
our annual
insurance for
1-year



£4000 funds
a weekly
2-hour sports/
education session
for 40 weeks

"I've completed a master's in chemistry, a postgraduate certificate in education and now I'm a teacher working with young people in the same deprived areas I grew up in. None of what I've accomplished would have been possible without my work with Salaam Peace. The organisation provided me with skills, experience and clarity at a time that was unclear for me."

Abdi, Volunteer & Science Teacher

How you can partner with us



Financial



Make a donation to fund an expense of your choice: project costs, core costs, equipment, staff CPD



Run a fundraising event for us: sponsored walk, run, bike ride, bake sale, car-boot sale, raffle



Donate a prize for a fundraising raffle



Sponsorship: Get your logo on Salaam Peace merchandise through sponsoring our projects and/or youth football teams.



Pay us to run a teambuilding day for you: including a range of sports and our innovative London-based scavenger hunt based on 'Monopoly'.



“Salaam Peace are at the forefront of the sport for-development movement in the UK, providing life-changing support to communities facing unthinkable challenges. The impact they deliver with the limited resources at their disposal is extraordinary.”

**Luke Southall,
Managing
Director, Oaks
Consultancy**

Non-financial



Host an insight day: let us bring young people to your office and help raise aspirations



Corporate volunteering: offer our young people support with CV writing, interview techniques and mentoring; proof-read funding applications



Work experience: offer a work placement for our young people



Share resources: support us with videography, social media and access to meeting space



Donate any equipment that you no longer need

Have something else in mind? Let's discuss it!

Get in Touch

✉ contact@salaampeace.org

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