

## **BM Bake Off – Middle East Winter Warmth**

March 2021

Assalamualykum WW/May peace be upon you all,

As we stayed warm in our homes during this winter, our thoughts went out to our brothers and sisters in Jordan and Lebanon who faced severe weather conditions, with nothing to keep them warm. With that in mind, we set out on a challenge to unite the Ummah to raise further funds for this ever so needed project, and what better way to spread the love and warmth of our hearts than using our ovens!

A simple social media post initiating ‘BMs Winter Warmth Bake Off’ went viral and the interest that was received was phenomenal. More than 100 Bakers from over 20 different towns and cities stepped up to the challenge of raising money for this fantastic cause. The response and deep-felt concern for this project was overwhelming and what set out to be a small project, turned into a 3-week bake-off.

What makes this project extra special you say? Well, there were no targets to be met, no high expectations set, simply a request for the love of our beloved Prophet’s Ummah to be shared. Together, all the participants have provided warmth & deliveries of food packs, blankets & shelter homes in Jordan, as well as food packs, blankets, and meat for Ramadhan in Lebanon. This has made an immense difference to those suffering & given some of them the privilege to move from a tent to a new shelter home – Alhamdulillah.

We would like to thank all the bakers around the world for their sterling efforts and we pray you all are always safe. We would like to also thank all our donors and supporters for making a difference in Jordan and Lebanon. All this could simply not have been possible without our bakers, supporters, and donors; our heartfelt gratitude to all of them. May they be rewarded in abundance for their generosity and may the Almighty always keep them all blessed and protected – Aameen.

This project re-enlightened the kindness that all humans can display, and we endeavour to include this as an annual project, where we can continue to help many families across the world – InshaAllah.

May Allah SWT bless all those that have been involved, Aameen.

**Dr Abdussamad Mulla**  
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