

crescent
lifestyle

PRESS RELEASE

2023 BENEFICIARY PAYOUT
#16YEARSOFGIVING-R7.5 MILLION

"Give charity without delay, for it stands in the way of calamity"

CRESCENT LIFESTYLE PALESTINE RELIEF CAMPAIGN

2023 BENEFICIARY PAYOUT

Crescent Lifestyle is proud to announce a momentous decision to allocate the **Annual Beneficiary Payout for 2023 of R500,000** to providing vital aid and relief to those affected by the ongoing humanitarian crisis in Palestine.

With the continuous support of our loyal members, every year Crescent Lifestyle channels over R500,000 to various humanitarian organisations, schools, masajid, and local charities. This year, recognising the urgent need for solidarity and support for our brothers and sisters in Palestine, we have chosen to direct our efforts by donating R500,000 toward aiding those impacted by the ongoing war in Palestine with the assistance of The Gift of the Givers Foundation.

In times of immense adversity, unity and collective action are our most powerful tools. By directing our annual donation to the **Palestine Relief Campaign**, we aim to extend our reach and amplify our impact, providing much-needed relief and hope to those affected. The Gift of the Givers Foundation has been tirelessly working on the ground to deliver essential aid, including medical supplies, food, and shelter, to those in desperate need. Our donation will contribute to their ongoing efforts, helping to alleviate the suffering and bring some measure of comfort to the affected communities.

In the spirit of compassion and unity, we are inspired by the words of the Messenger of Allah (SAW) who said, **"The parable of the believers in their affection, mercy, and compassion for each other is that of a body. When any limb aches, the whole body reacts with sleeplessness and fever."** (Bukhari). This hadith profoundly reflects our collective duty to respond to the suffering of others as if it were our own.

Together, we can make a significant difference and embody the spirit of compassion and unity that defines us as a community. We thank you for your contribution and support to make this Annual Beneficiary Payout possible and look forward to continuing to make a positive difference together.

"Verily, the believers are like a structure, each part strengthening the other." [Bukhari]

Al-Firnas Patel
Managing Director

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