



TURNING CHALLENGES INTO  
OPPORTUNITIES SINCE 1990

# 25

YEARS OF OUTSTANDING  
WORK WITH  
**ETHNIC MINORITY  
COMMUNITIES**





# WHO ARE QED?

# OVER THE LAST 25 YEARS QED HAS

Supported **50** organisations annually

Directly helped **1,000** people every year to integrate into British life, through education and support into jobs

Trained **800** Senior Managers in race diversity issues

Supported **30,000** people from ethnic minorities through education and training

Helped **1,000** women in Pakistan develop English language and life skills

Worked with **350** SMEs across England and Wales to boost employee diversity

Supported 3SC to deliver **£49m** worth of contracts, creating over **5,500** jobs

Invested more than **£15m** directly into disadvantaged communities



# QED

TURNING CHALLENGES INTO OPPORTUNITIES SINCE 1990



## INTRODUCTION

FOUNDER, DR MOHAMMED ALI OBE

At QED we have a saying, 'Everything happens for a reason, and it's usually for the best.'

25 years ago I was made redundant after the charity I worked for in London closed. It was for the best.

I was determined to continue the work I was doing with disadvantaged ethnic communities. I designed a logo, secured premises from the YMCA and came up with a name, QED.

Quest for Economic Development was born. The 'E' can stand for education, employment or enterprise – all the things we work towards. It was hard work starting from scratch but we had support from the local community, and a breakthrough grant from the Tudor Trust meant I never looked back.

Since then, we've had the support of hundreds of organisations and individuals across the UK and abroad.

I was born in the district of Attock in Pakistan and came to live in Bradford in 1969, aged 13. I spoke no English. My father worked in the textile mills, like many Asian immigrants of the day, and he was keen that I was educated and secured a good job after his years as a labourer.

I studied at an English language centre for immigrants and went on to Huddersfield University and the Bradford University School of Management. My passion for education is deeply rooted.

We have raised more than £15m, which has been invested directly into helping over 30,000 people from disadvantaged communities. As well as running seminars, training, employability and self-employment courses, we have changed the perceptions and practices of many mainstream public and private sector companies.

Indirectly, QED's projects and campaigns have influenced the lives of hundreds of thousands of people from ethnic minority backgrounds in the UK for a quarter of a century.

The environment we work in has got tougher with public sector cuts and a climate of increased tension around immigration, particularly for the Muslim community.

Initially, we thought ten years would be long enough to get our message across but 25 years later, our role is needed more than ever. When QED began in 1990, there were 3.5 million ethnic minorities in the UK. Today, the figure stands at over 8 million.

I am grateful to numerous individuals and organisations including staff, associates, trustees and funders who have supported me for 25 years, in particular Adeeba Malik, CBE who has been with QED since 1992 and my deputy for over fifteen of those years.

Here's to another 25 years of turning challenges into opportunities.

Dr Mohammed Ali OBE, Founder and CEO of QED



# QED A BRIEF HISTORY

In 1990, the story of the QED Foundation's mission to support the integration of ethnic minorities in all walks of British life began.

Driven by its founder, Dr Mohammed Ali, he applied his passion for innovation towards creating equal opportunities for all.

Based in Bradford, QED has grown into one of the most influential organisations with a prominent profile in the public and private sectors. The core of QED's work has been at a grassroots level delivering education, training and employment services directly to disadvantaged communities. The Foundation also lobbies for change politically and works successfully in allegiance with corporations and influential organisations across the world.

The vision was to be an enabling organisation, to put ethnic minorities at the centre of public policy by working in partnership with voluntary, public and private sector organisations. As a result one hundred partnerships have been developed over the years.

Today, QED works in partnerships across the UK, Europe and internationally, particularly in Pakistan. It pioneered a training programme for legal migrants to learn English and be educated about British life before they enter the UK to live, a project that is now being replicated by other EU states.

It has worked with and secured funding from some of the UK's and Europe's leading organisations including BBC Children in Need, a number of UK Government departments, and the European Integration Fund to deliver its key services.

Dr Mohammed Ali has participated in conferences in the UK, Pakistan, several EU states, Canada and the USA. Over the last 25 years he has served on many boards and committees, where he has led on ethnic minority issues. These include: the Prescription Pricing Authority; Primary Care Trust; BBC Northern Forum; Institute of Directors; European Integration Forum; Community Foundations Network; Association of Chief Executives of Voluntary Organisations (ACEVO); Department of Work and Pensions and the University of Bradford Council.

He has also been awarded numerous accolades for his work including the Institute of Directors Award, an honorary doctorate from Bradford University in 1997, and an OBE in 2000.

Dr Ali is supported by the deputy CEO of QED, Adeeba Malik who joined the organisation in 1992. Adeeba has held many ministerial and non-ministerial board level appointments with organisations as diverse as British Waterways and the Advisory Board on Naturalisation and Immigration – the first Asian woman to serve on most of these boards.

In 2004, she was awarded an MBE in the Queen's Birthday Honours List for services to ethnic minority businesses, and in 2015, she received a CBE for her work on a regional and national level as a British Muslim woman in mainstream public bodies.

QED employs 15 core staff in its Bradford Headquarters and many more are employed to deliver its programmes.



# OUR MISSION

## TURNING CHALLENGES INTO OPPORTUNITIES

The award-winning work QED does impacts on countless lives and reaches into the heart of our communities. From getting the unemployed back to work, delivering English language classes to influencing government policy, QED fights hard for the socially disadvantaged.

QED's mission is to work towards building a harmonious and prosperous society for future generations:

- To support the integration of people from south Asian and other cultural backgrounds so that they can play mainstream roles in all aspects of British life.
- To be an enabling organisation, accomplishing its ambitious mission through making ethnic minority issues a central part of public policy.
- To network and encourage organisations to work together in the public, private and third sectors to address barriers to integration.
- To maintain a strong base at neighbourhood level, delivering education, training and employment services direct to disadvantaged communities.
- To deliver innovative services in education, employment and training to tackle core issues around inequality.
- To campaign and promote ethnic minority issues, for lasting policy change and to encourage positive representation of ethnic minorities.





As part of our Silver Jubilee celebration, the following pages feature some of the key projects and campaigns QED has undertaken over the years.



### TOWARDS INTEGRATION OF NEWLY ARRIVED WOMEN

The integration of new and settled communities has been a key theme of QED's work since 1990. We have been supported by the EU to run courses and campaigns in Yorkshire, London and Pakistan targeted at newly arrived women settling legally in the UK. These activities include learning English as a second language; finding out about Britain and how to live here; individual guidance and support; visits to employers to see the world of work at first hand, and exploring British history and culture.

### NARROWING THE EMPLOYMENT GAP

QED has campaigned vigorously to narrow the difference in employment rates between minority and white majority communities. We developed a Yorkshire-wide partnership of five community groups and helped 2,000 people of Pakistani and Bangladeshi origin to develop employability skills and find jobs.

We also pioneered an initiative that helped several thousand newly arrived people to become economically active and a "Pathways to Employment" project that brought together businesses and young people from inner-city schools. QED has been a member of the Department of Work and Pensions advisory board and feeds recommendations into new government policies for welfare to work.

### JOBS DIVERSIFICATION CAMPAIGN

One of our major campaigns has been to encourage people from ethnic minority backgrounds to consider a wider range of jobs in all sectors of the economy and at all levels of seniority.

We have educated mainstream businesses about the different experiences of diversity that exist. Some minorities have done exceptionally well whilst others are progressing more slowly. This means that simple "one-size-fits-all" solutions have limitations and could actually exacerbate the disparities within and between communities.

### CIVIL SERVICE SENIOR JOBS CAMPAIGN

We worked with the then Cabinet Secretary, Sir Richard Wilson, to run a nationwide campaign to encourage "high flyers" from South Asian communities to apply for fast-track civil service jobs.

The campaign was funded by the Cabinet Office and launched by Sir Richard and the late Mo Mowlam MP. It featured community roadshows attended by permanent secretaries. This project has contributed significantly to the current ethnic composition of senior jobs.

### YORKSHIRE TV AND THE "KAAM KI BAATEIN" (TALKING OF JOBS) PROGRAMME

We made ten programmes each featuring a non-traditional job for Yorkshire Television. The message reached several thousand people and the programmes were given to voluntary groups throughout the region to show as part of their services to local communities.

QED pioneered the community job "melas" or fairs that have since been copied by others throughout the country. Our work has also included the Honner Ki Baatein project (promoting employment through vocational training routes), and encouraging the take-up of roles such as non-executive directors on public service bodies.

### EMPLOYERS DIVERSITY PROJECT/ INCREASING MINORITY WORKFORCE REPRESENTATION

In partnership with Jobcentre Plus we helped 350 small and medium-sized companies in England and Wales by auditing their ethnicity profiles and supporting them to draw up action plans and practical solutions to address underrepresentation of ethnic groups. Those that demonstrated good race diversity policies were given awards at a ceremony held at the House of Lords.

QED also led a two-year project to encourage people from ethnic minority backgrounds to become school and college governors and sit on the boards of public sector organisations including health authorities.







## COMMUNITY AWARENESS/ ENGAGEMENT TRAINING FOR PUBLIC AND PRIVATE SECTOR

We trained 800 senior managers of large public and private sector companies (such as Barclays, Halifax, Environment Agency, and British Waterways) on race diversity issues and community engagement. The participants produced individual and departmental action plans and we helped them to develop ways of recruiting, retaining and rewarding ethnic minority employees. We ran these programmes throughout the country.

## GATEWAYS TO PROFESSIONS

QED conducted seven ethnic minority focus group discussions within communities as part of Sir Alan Langlands' "The Gateways to the Professions Report" – research aimed at finding ways to open career paths to all sectors of society. These sessions were held in Bradford, Sheffield, Leicester, Manchester, Newcastle, London and Cardiff.

Our report "Striving for Success" fed into this research and was widely distributed to professional bodies throughout the country. Many of its recommendations are being taken up by these organisations, which will help people from ethnic minority backgrounds to enter new areas as well as make greater contributions where they are already well represented.

## MADRASSAH IN THE COMMUNITY

QED was one of the first organisations to highlight the importance that madrassahs (Muslim supplementary schools attended by Muslim children after school) could play in improving the academic performance of Muslim children.

It led to madrassahs putting greater emphasis on the wider educational needs of children attending them.

With support from charitable trusts and the Department of Education we developed three major projects with madrassahs and mainstream schools in Bradford, Leicester and Bury working in partnership with local community organisations. As a result more madrassahs are teaching a broader range of academic subjects, in particular English language. Networks have been established to improve communications between schools and madrassahs.

## EDUCATING PRIVATE CHARITABLE TRUST GRANT GIVERS

Our experience of working with grant givers is that many funders, mainly from the private sector or charitable trusts, were rejecting applications from minority faith groups because they assumed these organisations were promoting religion. We set about changing that perception by running roadshows to explain the social issues these groups were addressing. Leaders from Hindu, Sikh and Muslim communities took part in these seminars.

QED also carried out a study of the developmental needs of three faith groups and made a short training video called Kar-Kay Dikhao (Make it Happen), as a training tool for ethnic minority voluntary organisations.

## ASIAN BUSINESS DEVELOPMENT STRATEGIES

Before setting up QED, our chief executive worked for a national economic development agency that focused on the needs of ethnic minorities. To this end, he set up some of the first specialist business

development centres in Bradford, Leeds and Manchester in 1985. QED built on this work during the first ten years, through growth and diversification programmes for industry. We set up the Asian Business Development Network and ran seminars on a range of related issues. Our deputy chief executive chaired the Department of Trade and Industry's Ethnic Minority Business Forum for three years.

QED has also supported a number of independent Asian business development associations in England and Wales.

## PAKISTAN DIASPORA LINKS

QED used its international links to support social and economic initiatives to benefit both Pakistan and the UK. QED has supported several charities in Pakistan including the Kashmir Education Foundation, Alshifa Eye Hospital, Alshifa Medical Centres, Pakistan Human Development Fund, Hazro Hospital and Chache Welfare Trust School.

We developed and ran a project funded by the British Government to bring ten vice chancellors from major universities in Pakistan to meet their counterparts in the UK and discuss radicalisation on campus. Sharing underlying reasons for extremism and the approaches to address it, an action plan was agreed. QED coordinated its implementation over two years and held a final debriefing at the National University of Science and Technology in Pakistan and the residence of the British High Commissioner in Islamabad. QED has also trained English language teachers in Pakistan.

## EUROPEAN INTEGRATION FORUM

QED has also pioneered EU-supported, pre-departure measures helping over a thousand women joining their husbands so that they come to the UK well equipped for speedy integration. We also ran a pilot health awareness programme for 200 such women so that they can take better care of themselves and their families. This is particularly important because Pakistani communities have the highest infant mortality rates in the UK.

Dr Mohammed Ali also plays a leading role in promoting social entrepreneurship in Pakistan. In a country of 200m people where 70% of the population is under the age of thirty, this could be an important way of tackling youth unemployment. We are also helping to recruit participants from Pakistan to the Commonwealth Leadership programme, run by Common Purpose/ Duke of Edinburgh Commonwealth Study Conference.

We have been members of the European Integration Forum since 2008 and are using our links in all the EU states to launch a network in 2015 that highlights the positive contribution made by the Pakistani diaspora to all sectors of the economy.

## FOUNDER PARTNER OF THIRD SECTOR CONSORTIUM LLP (3SC)

In July 2009, QED was one of the founding partners of 3SC, a limited liability partnership social enterprise based in London, that wins and manages public service contracts on behalf of third sector organisations using a consortium model. 3SC manages the bidding process and builds supply chains of local organisations, allowing smaller third sector providers to compete for and deliver large contracts.

Our other partners are: Eden Project, Groundwork (UK), London Learning Consortium, National Housing Federation, National Youth Agency, and New Charter Housing Trust. The 3SC board is comprised of a senior representative from each of these partner organisations.

By the end of the first year, 3SC had been awarded a Future Jobs Fund contract. It went on to become the top performing provider across all three branches, delivering contracts worth £49 million in the first five years - the largest combined award, and creating over 5,500 jobs through a supply chain of predominantly third sector organisations.

Since then, 3SC has gone from strength to strength, winning a number of Work Programme subcontracts and a prime contract for Access to Work in Wales. 3SC will be playing a key role in Transforming Rehabilitation contracts.





# WHAT MAKES BRITAIN BRITISH?



Mishal Husain



Mushtaq Khokhar



Irene Khan



Adil Ray



Zesh Rehman



Shazia Mirza

QED commissioned world-renowned photographer Tim Smith to take a series of photographs featuring some of the most accomplished Brits in their field. They share one other quality aside from success – they're all British people of Asian origin.

All who took part to support QED's work and mission.

The images inspire others to show that with hard work and opportunity, anything is possible in Britain. They celebrate the social, cultural and economic contribution immigrant communities have made to British life, capturing how South Asians have enriched and shaped British identity through arts, sports, science, business and politics.

With all the turmoil and racial tensions in the world, with the shadow of extremism, it's crucial we recognise the majority of immigrants integrate peacefully and offer crucial contributions to British society.

## Mishal Husain

BBC Television Centre, London

The BBC is the epitome of British institutions. Mishal has long been one of the leading faces of the BBC News. Born in the UK in 1973, she grew up in the Middle East.

*"I am proud to see the contribution British Pakistanis are making to our society, often in fields of which our parents never dreamed. I hope the next generations set their sights ever higher, breaking down more barriers along the way."*

## His Honour Judge Mushtaq Khokhar

Manchester Crown Court

HHJ Khokhar's specialist area is crime, with an emphasis on fraud, drugs, money laundering, asset recovery, forfeiture and confiscation. He was involved in three of the biggest money laundering cases ever to be prosecuted in this country.

*"When I came to this country in the early '70s aged 13, I could not speak English and society appeared very closed. Now the great British institutions have become much more open and accessible. British Asians have embarked upon a journey which will see them becoming leaders in socio-economic, political and scientific spheres of life."*

## Zesh Rehman

Bradford Football Club

The first British Asian captain in Bradford City's 108 year history, Zesh made history as the first player of South Asian origin to play in the Premiership. The Zesh Rehman Foundation works to get more Asians involved in football.

*"I have made a point of working with community organisations and interacting with young people to promote community cohesion and personal development through sport. ...you must keep plugging away every single day and believe in your dreams."*

## Adil Ray

MediaCityUK, Salford Quays

Adil's career began in pirate radio, moving to BBC Radio 5Live and BBC Radio 4. Adil's BBC 3 show, *Is It Coz I Is Black?* received an RTS nomination; he has developed the first Asian sitcom on the BBC, *Citizen Khan*.

*"I have never seen anything as a barrier. See it as a challenge.... My inspirations are my mother for being herself and unconventional when required, and former cricketer Imran Khan for chasing his dream, following his heart and changing perceptions."*

## Dr Irene Khan

London School of Economics, London

A chancellor of Salford University, Dr Khan was the first woman, Asian and Muslim to lead the world's largest human rights organisation, Amnesty International. Her book *The Unheard Truth: Poverty and Human Rights* has been translated into seven languages.

*"Human rights apply equally to all men and women of every community. They emphasise our common humanity and impose on us mutual respect and understanding for the rights of others."*

## Shazia Mirza

The King's Head Pub, London

Shazia Mirza is a comedian and columnist for the Guardian. She has had sell-out performances at the Edinburgh Fringe Festival and made many TV appearances, including *Have I got News For You?*

*"When I first started comedy I was the only Asian woman on the stand-up comedy circuit....The best way to overcome any kind of barrier, be it one of race, gender or sexuality, is to be the best at what you do."*



# QED SUPPORTERS

Since 1990 senior leaders from many aspects of public life have helped, encouraged, and worked with us to address the social and economic development issues affecting ethnic minorities.

They support us in various ways: by speaking at QED events; taking part in round-table policy discussions with grass-roots community influencers; giving feedback on our work and proposed projects; and cascading our mainstream messages to their organisations, peers and spheres of influence.



**Mr Imran Khan**

*"I first heard of QED in 2005 when its founder and CEO, Dr Mohammed Ali, suggested I become Chancellor of Bradford University. Ali was a Bradford University Council member at the time. I refused initially, but he was persistent and persuasive.*

*"I am glad he was. The role was a landmark one in my life. It was also a position that assisted my work in establishing the Namal College in Pakistan. As someone committed to the power of education to transform lives, and society at large, I am indebted to QED for this opportunity.*

*"QED's Silver Jubilee - a quarter of a century of helping redress inequality - is a landmark year I am honoured to celebrate, and I whole-heartedly offer them my respect and applause.*

*"QED do important work in the UK integrating ethnic minorities into British life. They are apolitical and professional in their approach, hence their deserved position of enviable respect amongst all communities.*

*"I wish them well for next 25 years."*



**Sir Nick Montague KCB**

A former lead on civil service equality issues, Sir Nick has spoken at QED events and roadshows, giving and taking advice from us on race issues.

*"Promoting understanding between communities and breaking down prejudices and misconceptions can never have been more important than it is today. For twenty-five years QED have been working tirelessly to achieve more positive relations within and between the various groups whose diversity enriches our society and, in doing so, to make that society more at ease with itself.*

*"I saw and benefited from their dedication and their results when spearheading our diversity work in the Inland Revenue, and I know that in the years since then they have continued to build on their strength. I congratulate QED on their silver jubilee and wish them all possible success for the next 25 years."*



**Rt. Hon. Peter Hain MP**

As Secretary of State for Work and Pensions, Peter visited our training centre in Manningham, Bradford, and had in-depth discussions about ethnic minority employment issues to shape government strategies.

*"Happy Anniversary to celebrate 25 years of fantastic achievements."*



**Afzal Khan MEP**

*"I would like to congratulate the QED for the excellent work it has done over the last 25 years and the positive impact it has had on the lives of many.*

*"The challenges facing disadvantaged minority groups are tough and events over the last months show that there is still much to be done. Issues such as the increasing inequality gap, social exclusion and now the increasing threat of radicalisation means that organisation such as the QED are needed more than ever.*

*"I welcome their continued efforts to strengthen our communities and I wish them all the very best for the next 25 years and beyond."*



**Sir James F Hill  
BT, OBE, DL, DUNIV (HON)**

A well-known Bradford businessman and leader from the textiles dynasty, Sir James has been a supporter and QED ambassador since the 1990s.

*"The first decades of this unique organisation have been a quite remarkable success, and all from an initial very small office in the south of the city, a city to which they have remained constantly faithful. They are widely respected for their training programmes for both individual clients and small and large corporations, in the public and private sector, specialising on all the often complex issues surrounding diversity.*

*"The next 25 years will build on the quite superb foundations created for QED under that watchful and highly professional team of both Dr Mohammed Ali and Adeeba Malik - we are indeed fortunate that they have become such excellent ambassadors for Bradford, gaining highly appropriate and personal national recognition and Honours."*



# QED SUPPORTERS



**Hugh Harris CBE**

Hugh has been active in race equality issues at a national level for over three decades. He has been a supporter of QED since it was founded in 1990 and takes a keen interest in our activities.

*"Congratulations to QED-UK and in particular to its founder and Chief Executive Dr Mohammed Ali OBE on the achievement of 25 years as a leading and very well respected training and campaigning organisation. I recall the difficult circumstances when Ali stepped up to the plate and saved the Project Fullemploy training centre which would otherwise have closed down. Since then, QED has flourished and made a major contribution to the community and economy in the locality."*

*"That experience has been recognised nationally by Her Majesty the Queen on several occasions, and also through Ali's membership of the Department of Works and Pensions National Ethnic Minority Advisory Group. I wish QED-UK and its staff well for the future in which its valuable contribution to society and the community will continue to be needed."*



**Rt. Hon. Stephen Timms MP**

As shadow employment minister, Mr Timms has supported our work for many years and came specifically to take part in round-table discussions of policy issues with community activists from West Yorkshire.

*"In its pioneering work on regeneration, and promoting employment in disadvantaged communities, QED has made a very important contribution. It has helped a very large number of people to re-enter employment; and it has helped build communities together."*

*"I have always enjoyed my discussions with QED, and wish the organisation well in the future, for continuing success in its vital work."*



**Sir Stephen Bubb**

The chief executive of QED was elected and served for six years on the ACEVO board. Sir Stephen Bubb attended the annual away day at the Bradford School of Management, where issues affecting ethnic minorities in the third sector were discussed.

*"QED sums up for me why our third sector is so brilliant. Offering practical support and advice and working to make lives and communities better! I've seen the great work QED have done. I've visited and been impressed with the work and the commitment and dedication of Dr Mohammed Ali as CEO and his staff team."*

*"Congratulations on 25 years. Good luck for the next 25."*



**Lord Ahmed of Rotherham**

Lord Ahmed hosted several QED receptions at the House of Lords sponsored by Bradford & Bingley and has been a key supporter of QED's work for many years.

*"Congratulations to QED, its founder and CEO Dr Mohammed Ali OBE and the team for their commitment, dedication and success over a quarter of a century. QED has over the years become a leading organisation supporting integration of ethnic minorities (particularly south Asians) into mainstream British life, via employment, training and campaigning, addressing barriers to integration. May you continue serving the communities and the region over many, many years."*



**Baroness Manzoor of Knightsbridge CBE**

Baroness Manzoor was a community development worker with Bradford council when Dr Mohammed Ali set up QED in 1990. She was featured in one of QED's films to promote jobs in the health service when she was chairman of the health authority in Bradford in early 1990s.

*"The work that QED started 25 years ago in Bradford of turning 'challenges into opportunities', particularly for young people living in Bradford, was an impressive one. I am pleased to note that 25 years later QED continues to work in the vital area of integrating young Asian people into mainstream British life through employment, training, and campaigning. I congratulate QED on adapting and still going strong after all these years. Have a happy 25th birthday."*

**Lord Dholakia**

QED met Lord Dholakia in Canada a decade ago to look at Canada's integration policies.

*"Opportunities are at the centre of every person's dream. No one wants to be born poor or disadvantaged yet the reality of life is that many people suffer from discrimination. Those that are the children of ethnic minorities settled here, even the grandchildren, are still unnecessarily and unfairly held back from having all the opportunities they should be entitled to. There are so many glass ceilings in our society that are stopping people being everything that they can be."*

*"This is where the QED comes in. They build the link with the communities to address the root cause of poverty and disadvantage, I congratulate them on the celebration of their 25th Anniversary."*



# QED SUPPORTERS



**Mr Chris Hedges**

Chris has supported and advised QED for over ten years. He has visited Bradford on several occasions and taken part in round-table discussions with community influencers. His reports have helped to refine community integration and cohesion policies.

*"Since meeting Dr Mohammed Ali and Adeeba Malik, I have known that there was an expert organisation to which I could turn for advice, support and indeed friendship, as well as having a professional business relationship. QED-UK simply does what it says it will do, in a calm, efficient and constructive way. Nothing is too much trouble and any difficulties are swiftly overcome. They are constantly breaking new ground, whilst continuing to excel at what they have always done."*



**Ms Julia Middleton**

Julia is the founder and chief executive of Common Purpose, which is now an innovative international leadership development agency. QED helped to launch the Common Purpose programme in Bradford in 1990/91 and since then we have been actively supporting each other with relevant projects.

*"Ali and Adeeba have developed an organisation which over the years has managed to influence at a national and international level whilst remaining true to its roots in Bradford. They have been truly effective at leading beyond their authority by building coalitions, positioning QED and influencing real change for BME communities across the UK, through employers and policy makers alike – while all the time remaining lovely people and wonderful friends. I am very proud to have known you over the years."*



**Lord Noon MBE**

Lord Noon has supported QED for over two decades, both in kind and financially. He has spoken at our events and always given advice on our projects.

*"I have been a friend and supporter of QED-UK for many years and have followed their progress. I have found this prestigious charity organisation to be extremely generous, professional, encouraging and a positive force in helping the needy in our society. I have also spoken a few times at their events."*

*"The wide range of needs they cover is impressive to say the least. From giving English lessons, helping new arrivals to settle in Britain and look for employment, to putting projects in place to reduce extremism."*

*"They are also affiliated with many other organisations to bring about positive change to the lives of many in our country. I support QED-UK wholeheartedly and wish them the very best on their anniversary and all the success for the future."*



**Sir Herman Ouseley**

Sir Herman has supported QED's work, taken part in our annual reviews and met our chief executive on several occasions to give advice from his experience.

*"QED-UK has been an incredible organisation, surviving all the economic turmoil thrown at it, while providing training, leadership and employability skills for many people from minority ethnic communities. Considerable praise for this success is attributable to the leadership of its founder and CEO, Dr Ali, supported by committed volunteers and staff. Congratulations are warmly extended with gratitude and appreciation to all concerned."*



**Ms Linda Pollard CBE**

Linda has supported QED for many years. She funded a partnership between the University of York and QED to pilot a health literacy training programme for women in Pakistan waiting to join their husbands in the UK.

*"I have known Ali for more than 20 years and have always admired his strength of commitment and passion to this pioneering work. He and others within the organisation have empowered many people from ethnic minority communities and helped them to fully contribute to society."*

*"The organisation has provided practical skills and support for people when they need it the most and I hope it can continue to do this for many more years to come."*



**Ms Julia Unwin CBE**

Julia has supported QED's work and has visited us on several occasions. She is always keen to give advice on our ideas.

*"I have known the work of QED for nearly 20 years after first visiting to see if the project could be supported by NatWest, the organisation I was advising at the time. In those early days you could not help but be struck by the energy and the passion of the whole organisation, as it worked so creatively to make sure that new arrivals to the city of Bradford had the best possible language support, and all the tools they needed to compete in the incredibly over-crowded and competitive labour market."*

*"Since then I have watched QED go from strength to strength. QED demonstrates all that is best about the community sector – providing high quality services, engaging people whose voices are rarely heard, and then amplifying them to the highest levels of government. It does this with a clear and unwavering focus on economic realities, and an unshakeable commitment to the dispossessed."*



# QED FINANCIAL SUPPORTERS AND PARTNERS

QED would not, of course, have achieved huge success without financial support from organisations across the public, private and the third sectors. These have included:

Abbey National; Allen Lane Foundation; [Barclays Bank](#); Barrow Cadbury Trust; BBC Children in Need; [Bradford & Bingley](#); Bradford Council; Bradford University; [British Waterways](#); BT; Business Link; [Cabinet Office](#); Countryside Agency; Department of Communities and Local Government (DCLG); [Department of Education](#); Department of Health; Department of Work and Pensions; [former Department for Innovation, Universities and Skills](#); Distributive Industries Training Trust; Emmandjay Charitable Trust; [Environment Agency](#); Esmee Fairbairn Foundation; European Union; [Forbes Trust](#); Foreign and Commonwealth Office; G4S; [Gordons LLP](#); Government Office for Yorkshire & The Humber; Health Foundation; [Henry Smith Charity](#); HM The Treasury; Home Office; [Jobcentre Plus](#); Joseph Rowntree Foundation; Kellogg's; [KPMG](#); Learning and Skills Council; Leeds/Bradford NHS; [Leeds Community Foundation](#); Levi Strauss; Lloyds TSB Foundation; [Marks & Spencer](#); Midland Bank; National Lottery Charities Board; [Noon Foundation](#); Northern Foods; Provident Financial; [Royal Air Force](#); Royal Navy; Sir George Martin Trust; [Third Sector Consortium \(3SC\)](#); Tudor Trust; UK Border Agency; [West Yorkshire Fire Authority](#); West Yorkshire Grants; Working Links; [Yorkshire Building Society](#); Yorkshire Forward; Yorkshire Television; [Yorkshire Water](#) amongst others.

# QED OTHER SUPPORTERS AND PARTNERS

QED has numerous other partners that help to deliver our projects or provide in-kind support. There are too many to list all, but they include:

Aagrah Group; ADAB Bury; [Addsett Partnership](#); ACEVO (Association of Chief Executives of Voluntary Organisations); Attock Community Association; [Bangladeshi Community Association](#); Black Training and Enterprise Group; Bombay Stores; [Business Association, Cardiff](#); Clothing World; Common Purpose; [DLA](#); Eastern European Network; Farnham Children's Centre, Bradford; [Hindu Cultural Society](#); Institute of Directors; Kashmir Crown Bakeries; [Mirpur University](#); Mumtaz Restaurant; NH Hardware; [National University of Sciences and Technology](#); Pakistan Community Association, Kirklees; Pakistan Muslim Centre, Sheffield; [Pakistan Youth and Community Association, Leicester](#); Punjab University; Sangat Centre, Keighley; [Shantona Women's Centre, Leeds](#); T Nawaz & Company; United Multicultural Centre, Rotherham; [Universal Clothing](#); University of York; Yorkshire Sikh Forum; [Zouk Restaurant](#) and many others.

We have also worked with 50 madrassahs, 150 primary schools, [15 Pakistani universities](#), and various community organisations in London, other parts of England and Wales and in the European Union States.



# QED A LOOK AHEAD

We have come a long way in the last quarter-century and ethnic minorities are now represented in many occupations, sectors and walks of life in the UK. We believe that QED has been one of the leading organisations contributing to these positive developments.

Yet there is still work to be done. In 1990 we thought it would take no more than ten years for ethnic minority issues to become mainstream. We now know that this was very optimistic. Twenty-five years later and despite our many successes, there is still a long way to go to achieve our goal of an inclusive and diverse society.

Two key challenges have emerged in recent years - the underrepresentation of people from ethnic minority backgrounds in senior roles in the public and private sectors and at policy making levels, and barriers to the integration of specific groups within ethnic minorities.

We are rethinking QED's role to take account of these developments and emerging issues.

We look forward to the next quarter of a century, committed to turning challenges into opportunities.

Adjacent are just a few of the many accolades for the award-winning work of QED over the years.



**2006** Runner up at the UK Charity of the Year Award

**2005** Winners of a Charity Finance Award

**1996** Awarded the Professor Charles Handy Alchemist Award

**1997** Dr Mohammed Ali receives an Honorary Doctorate from Bradford University

**2000** Dr Mohammed Ali receives an OBE

**2004** Adeeba Malik receives an MBE

**2014** QED wins the Dan Fodio Award for Excellence in Community Development at the Muslim News Awards

**2015** Adeeba Malik is awarded a CBE



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