



## ASNAF CARE: A CASE STUDY OF THE MALAYSIAN-BASED CHARITY CROWDFUNDING PLATFORM TO COMBAT THE IMPACT OF COVID-19

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### KEYWORDS



**Charity-Based Crowdfunding**



**Asnaf Care**



**Zakat Authority**



**Zakat Recipients**

### INTRODUCTION



The term 'online platform' has been used to describe a range of services available on the internet.

The platform should be utilised not only for commercial purposes but also for a charity cause of Islamic social finance such as zakat, waqf and sadaqah.

The use of online platforms for the charitable purposes has surged during the COVID-19 pandemic as government's imposition of Movement Control Orders (MCOs) restricts mobility and leads to unemployment.

**Objective:** to explore the online zakat platform and discern them from the other online Islamic social finance platform in the aspect of their features and contribution reached.

This paper has selected a platform known as Asnaf Care due to its being the first online Islamic social finance platform that focused on extending aids to zakat beneficiaries impacted by the pandemic.

## A CASE STUDY OF ASNAF CARE

	Asnaf Care
<b>Overview</b>	<ul style="list-style-type: none"> <li>• An online crowdfunding created by Lembaga Zakat Negeri Kedah (LZNK), was launched on 26th March 2020</li> <li>• Provides financial aid towards <i>asnaf</i> (Muslim have-nots) who are affected by the COVID-19 outbreak specifically in negeri Kedah</li> </ul>
<b>Form of Donations</b>	<ul style="list-style-type: none"> <li>• Food items namely rice, cooking oil, sugar, sardine, sauce, soy sauce, vermicelli, tea, and biscuit</li> <li>• Money voucher</li> </ul>
<b>Payment Method</b>	<ul style="list-style-type: none"> <li>• Internet banking</li> <li>• Corporate banking</li> </ul>
<b>Targeted Donors</b>	<ul style="list-style-type: none"> <li>• General with no specific groups or people</li> <li>• Including both Muslim and non-Muslim</li> </ul>
<b>Processing fees</b>	<ul style="list-style-type: none"> <li>• No processing fees (all the donations will be channelled to the beneficiaries)</li> </ul>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• <i>Asnaf</i> families who live in Kedah</li> </ul>
<b>Type of campaign</b>	<ul style="list-style-type: none"> <li>• Financial aid and food distribution to those who are affected by the pandemic</li> </ul>
<b>Other services offered</b>	<ul style="list-style-type: none"> <li>• <i>Qurban</i></li> <li>• <i>Aqiqah</i></li> </ul>

### KEY ADVANTAGES OF ASNAF CARE APPLICATION



Contributor who chooses to distribute food item indirectly helped the Muslim economy as all the suppliers of the goods are from Muslim companies that pay zakat at Lembaga Zakat Negeri Kedah (LZNK).



All contributions made through the Asnaf Care are tax-deductible because it was made under zakat for income (LZNK, 2020).

### CONCLUSION

- The platform has succeeded in preparing the appropriate site of funding to address the immediate needs of the community.
- Asnaf Care's story demonstrated the importance of adopting and convergence of technology with zakat bodies.