10430 - Encouraging traders to give donations by advertising their businesses

the question

Some centres for Qur’aan memorization write letters to some businessmen asking them to support the centre, and they say in their letter that they will put the name of the store on their papers and announce it as a kind of advertisement for them. Is that permissible?

Detailed answer

Praise be to Allah.

We put this question to Shaykh Muhammad ibn Saalih al-‘Uthaymeen, may Allaah preserve him, who answered as follows:

There is the risk that this may make worldly interests the motive for donating, so they should not mention this phrase (in the letter).