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### **Build a Business Challenge weekly update**

UM Financial founder Omar Kalair received lots of feedback, positive and negative, in response to his inclusion in our challenge. The very week that the CBC sitcom Little Mosque on the Prairie debuted, Kalair - who is himself building bridges between the Muslim community and the mainstream, enabling Muslims to get financing to buy their own homes - received "some angry emails" from "some elements in our (Muslim) community who think it's wrong to deal with banks in any way." It hasn't been easy for Kalair, who is trying to address the needs of Muslims struggling to buy houses, yet are prohibited by their religion from getting standard loans or mortgages in which interest is charged. After approaching 70 financial institutions, Kalair finally found a sympathetic audience in Jens Lohmueller at Credit Union Central of Ontario. Next week, we're meeting with Lohmueller to find out how he was able to design innovative financial products in collaboration with UM Financial. Speaking of Little Mosque, Kalair has seized the opportunity of "securing an ad on the series for the Ontario market." Good for him. Little Mosque attracted more than 2 million viewers and is the top rated CBC sitcom launched in many years.