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DAWAH

HUMANITY'S GREATEST NEED

CEO'S MESSAGE

Assalamu 'alaykum wa rahmatullahi wa barakatuh,

As we close this quarter, I want to reflect on what has been a truly impactful Ramadan for our global iERA family.

This Ramadan, we saw the strength of unity across every level of the organisation. From our teams on the ground to our global volunteer network, the mission of dawah was carried forward with energy, sincerity, and purpose. A special highlight was seeing our teams come together during the gala dinners — not just as attendees, but as ambassadors of the mission — creating a positive atmosphere, building meaningful engagement, and strengthening relationships that will continue to benefit the work ahead.

Equally inspiring has been the commitment of our volunteers, many of whom went above and beyond in their fundraising efforts. Their dedication to supporting dawah work across the globe reflects a deep understanding that this mission belongs to all of us. They are not just supporters — they are drivers of impact.

The biggest milestone on our horizon is World Dawah Day, a global initiative aimed at inspiring and mobilising Muslims everywhere to take part in dawah. This is more than an event; it is a movement to awaken a sense of responsibility within the Ummah and provide practical pathways for engagement. Alongside this, we continue to expand our programmes globally, investing in people, systems, and strategies that will carry this mission forward at scale.

I would like to take this moment to express my sincere gratitude.

To our volunteers, for your tireless efforts and sacrifice — may Allah reward you abundantly.

To our donors, both large and small — every contribution has played a role in sustaining and growing this work.

A special thank you to our donors from Malawi and Tanzania whose continued support is helping to grow and strengthen our projects on the ground.

And to all our partners and supporters, your trust and collaboration remain invaluable.

At iERA, our mission remains clear: to convey the message of Islam to humanity and support those who accept it. This quarter has shown us what is possible when we unite behind that purpose — and what lies ahead is even greater.

May Allah accept from all of us, grant us sincerity, and allow us to continue being a means of guidance for others.

Your brother in Islam,

Subboor Ahmad
CEO



This Ramadan,
we saw the
**strength of
unity** across
every level of the
organisation.



MISSION STATEMENT

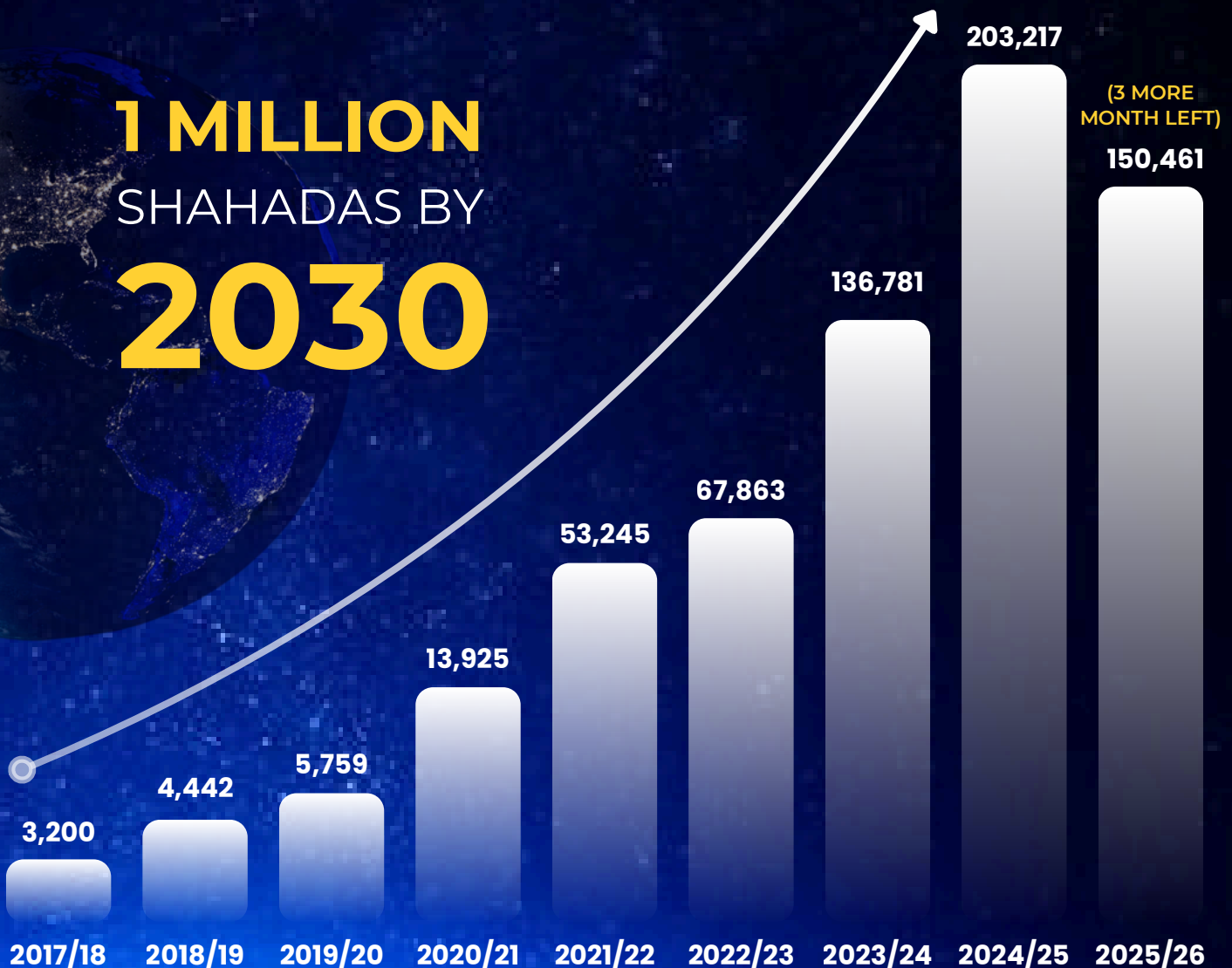


MISSION

iERA is committed to advancing the Prophetic mission by compassionately and intelligently sharing the message of Islam with the world. Since 2009, iERA has been dedicated to empowering individuals through support, development, and training, helping them become ambassadors of Islam.

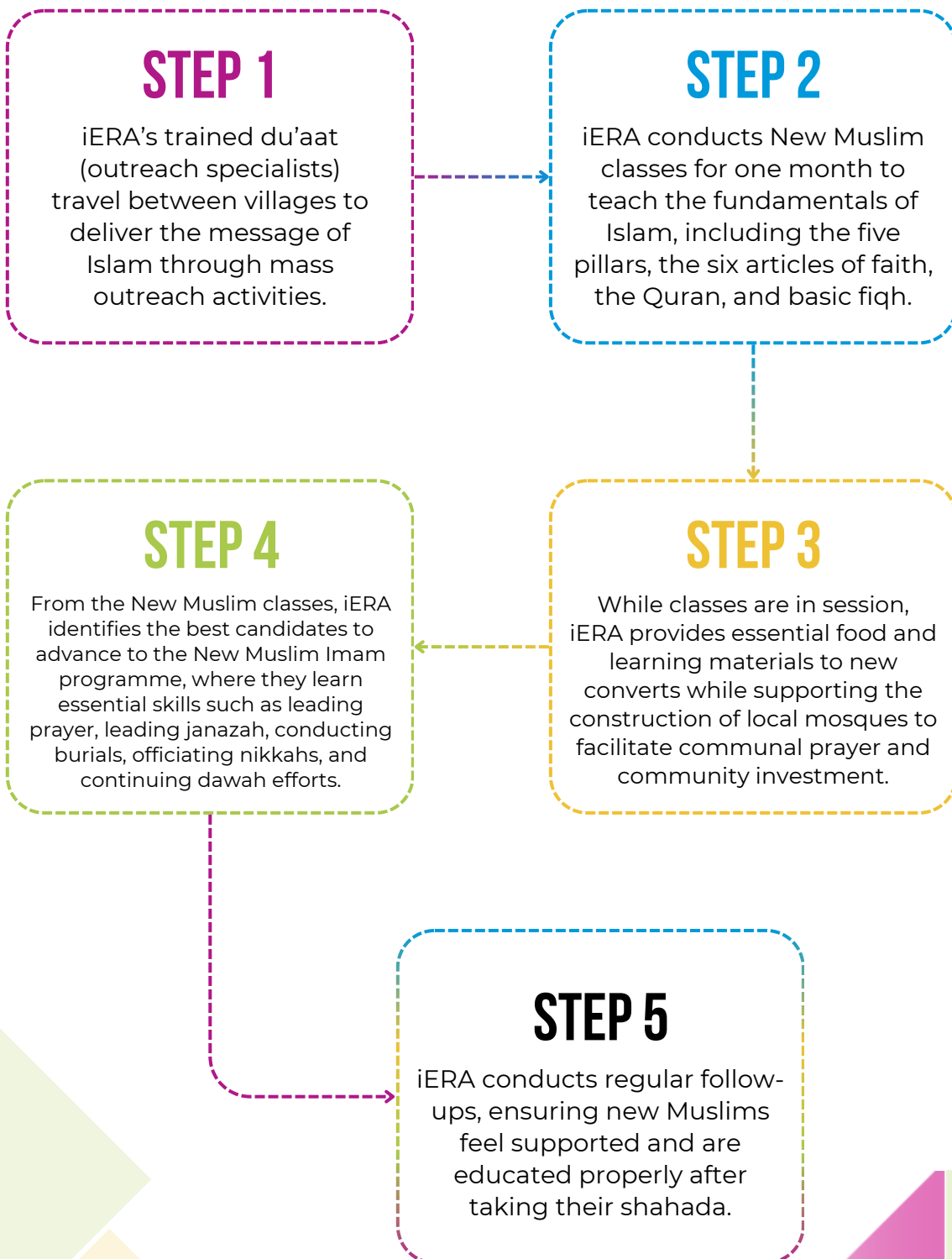
VISION: Islam to reach **every home.**

1 MILLION
SHAHADAS BY
2030



METHODOLOGY

iERA plans to reach this goal with its tried-and-tested grassroots strategy, which focuses on building new Muslim communities in remote or underserved rural areas. This prioritises long-term, sustainable support over one-off visits, including establishing starter mosques and training local imams.



GLOBAL IMPACT



Fun fact

Every four minutes,
someone takes their
shahada.

- | | | | | | | |
|--------|-----------|----------|---------|----------|-------------|------------------|
| UK | Honduras | Brazil | Malawi | Rwanda | New Zealand | Philippines |
| Canada | Venezuela | Paraguay | Uganda | Tanzania | Fiji | Malaysia |
| USA | Colombia | Bolivia | Zambia | Peru | Australia | Papua New Guinea |
| Mexico | Ecuador | Ghana | Austria | Burundi | Slovenia | Nigeria |
| Chile | | | | | | |

KEY STATS

QUARTERLY IMPACT

This quarter marked a remarkable period of growth and outreach. A total of 46,261 individuals embraced Islam, while 37,866 new Muslims participated in structured learning classes to strengthen their faith. The mission was driven by 736 active outreach specialists, working tirelessly across different regions. During the Ramadan fundraising challenge, an impressive £66,092 was raised to support ongoing dawah efforts and initiatives.



46,261

Shahadas obtained



37,866

New Muslim class attendees



£66K+

Fundraised by volunteers globally during Ramadan



736

Outreach specialists

FREE DA'WAH GIFT BOX

DAWAH GIFT BOX



Someone you know could be searching for the truth, and you might be the reason they find it.

Order for FREE

WHAT'S INSIDE THE PACK?

- **The Purple Quran** – An easy-to-read English translation for everyone
- **Love of God** – Explanation of nature of God from an Islamic perspective
- **Making Sense of God** – Why the belief in God is natural and rational using logical arguments
- **The Last Messenger** – Investigate the historical narratives and testimonies concerning the life of Muhammad (peace be upon him)
- **Life After Life** – Find out the answer to 'Life After Life?' through this small but informative booklet

A clear, easy to understand, especially designed translation to make this message accessible for your non Muslim colleagues, neighbours and friends.



JOIN GLOBAL DAWAH DAY!



Global Dawah Day is iERA's global Dawah initiative promoting Islam's message of peace, love, and unity, coinciding with the 2026 World Cup in the US, Canada and Mexico.



SELECT YOUR TEAM TO GET STARTED:

 JOIN THE 
UK TEAM

 JOIN THE 
GLOBAL TEAM



11TH
July

GLOBAL
DAWAH
DAY



Dawah in various countries on 11th July 2026

MISSION
DAWAH

SHAHADA SPOTLIGHTS

Shahadas are not just statistics. Behind every number is a beautiful soul with a unique journey to Islam.

This quarter, iERA helped 46,261 people embrace the faith. Here are just a few of their stories and the powerful lessons they offer on seeking truth, finding purpose, and relying on Allah through every trial.

SISTER DANIELLA: PERFECTION IS NOT A REQUIREMENT FOR SHAHADA



Daniella, a young woman from Mexico, found Islam after a long, difficult search for spiritual meaning. Raised Christian, Daniella felt disconnected and fearful of God, which led her to explore different belief systems, including Judaism and even chaotic magic via TikTok.

As a child, Daniella was obsessed with Egyptian culture and felt drawn to wearing the hijab. When her grandmother remarked that wearing the hijab would make her warm, she jokingly replied, "It's warmer in hell."

After watching dawah videos and admiring the hijab from afar, she finally mustered up the courage to visit her local dawah centre as an adult. There, she was greeted warmly — given her first Quran, shown how to wear the hijab, guided through her first prayer, and introduced to the shahada.

But Daniella had many doubts about reverting. She was anxious about cultural challenges in Mexico, like giving up pork and finding modest clothing. That's when she received an important piece of advice: you do not need to be perfect to take your shahada.

"Shahada is the first step, then you start learning, then you start changing your clothes, and then you start changing your diet," Daniella told iERA. "Because if you're waiting for yourself to learn about Islam and then take your shahadah, you'll never take your shahadah. You never stop learning."

Nervous yet certain, she made her declaration of faith. And she didn't stop there. She started bringing her close friends to the dawah centre to learn about this new side of her and experience Islam for themselves. In time, one of them embraced the religion as well.

Islam became Daniella's anchor. Opening up about her past struggles with mental health and suicide attempts, she shared how prayers now serve as her therapy and how her goals of performing Hajj and Umrah, learning the Quran, and engaging in dawah have given her reasons to live.

"Now, I feel like I'm not alone anymore. It's like I have a mattress. If I fall, I know I have something to fall on, and that's Allah SWT."

BROTHER MUSSAH: 'I CAN DO ANYTHING AS LONG AS I'M LIVING'



Despite losing his eyesight in 2008, Mussah Michongwe's vision has remained firmly set on spreading the message of Islam. Since 2020, he has visited more than 30 villages in Malawi and, by the will of Allah, guided over 8,000 people to take their shahada.

After learning about the beauty of Islam from his Muslim friends, Mussah reverted in 2002. He soon began seeking knowledge in hopes of doing dawah himself, helping others discover the truth as he had.

In particular, he was inspired by verse 104 in Surah Ali 'Imran, which states: "Let there be a group among you who call [others] to goodness, encourage what is good, and forbid what is evil — it is they who will be successful."

Wanting to be among the successful, he took this call to action to heart. He later came across iERA when the team was doing work in a neighbouring village and decided to join the cause.

To his surprise, unlike other organisations that would leave shortly after people embraced Islam, he found that iERA du'aat would stay an extra

month to ensure new Muslims developed a solid foundation in their religion.

Today, Mussah can be seen living out the very mission he once aspired to. He often encourages new Muslims to bring their non-Muslim friends to class, expanding the reach of the message and reminding them that they, too, can share in the reward.

When asked what keeps him motivated despite his difficulties, he pointed to Abdullah ibn Umm Maktum, a blind Sahabi who is connected to the opening verses of Surah Abasa.

"I learnt more about one of the Sahabah of Rasulullah (peace be upon him), Abdullah, who was blind like myself. But Allah even revealed some verses concerning him. He was blind. This shows you that being blind does not mean you are behind anyone. You are at the same level as anyone else as long as you are being righteous. This is what pushes me. So I see myself as a potential person in the work of dawah and everything else. I can do anything as long as I'm living," Mussah said.

RAMADAN

Highlights

Ramadan is undoubtedly the most important fundraising period of the year. To make the most of this blessed month, iERA accelerated its outreach and fundraising campaigns, from supporting new Muslims in Malawi to hosting gala dinners across the UK. Through these initiatives, iERA was able to share its global dawah impact, strengthen community ties, and secure financial support for the year ahead.



NEW CAMPAIGN LAUNCHED AT UK GALA

In the weeks leading up to Ramadan, iERA set the tone for the holy month with gala dinners held in Bradford, Manchester,

Birmingham, and London. These were evenings of fine dining, inspirational stories, and powerful reminders on the importance of dawah — something attendees quickly came to recognise as a shared obligation upon us all.

At the first event on January 30, iERA officially launched its new campaign, “Da’wah: Humanity’s Greatest Need”, rooted in a simple truth: that people are searching for a purpose and that Islam answers that call. However, the campaign isn’t just about obtaining shahadas; it’s about ensuring new Muslims are equipped with the education, mentorship, and community needed to thrive in this next chapter of their lives.

“It’s a real opportunity to, before Ramadan, think about where dawah fits in my life,” Mohammed Adel Chowdhury, COO of Mercy Mission, told iERA. “Whenever I go on social media, I’m hearing about humanitarian causes and charity — which is great —



but I really enjoyed hearing about the dawah deployment. I’ve seen so many friends and people go to other countries to give physical aid, but being able to share something as beautiful as Islam is something I haven’t thought about as much in that same way.”

The galas also served as an effective fundraising platform, with the London event alone raising nearly £500,000. The programme featured moving stories from the ground, practical ways to support dawah across the UK and globally, and inspiring talks from iERA co-founders Abdurraheem Green and Yusuf Chambers, CEO Subboor Ahmad, and prominent British YouTuber Paul Williams, alongside soulful nasheeds by Mo Khan.

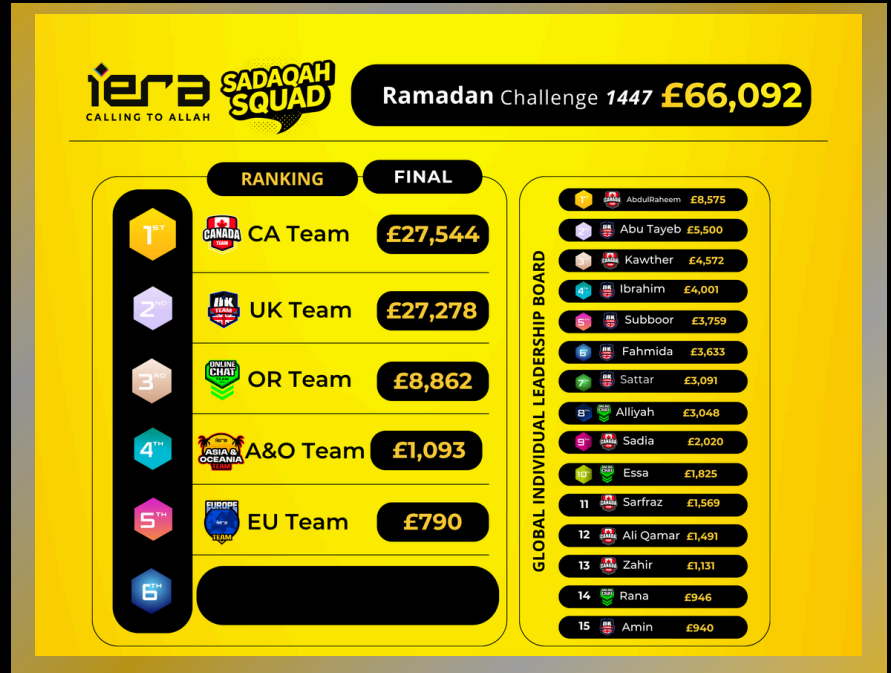


SADAQAH SQUAD RAISES £66K, WINNER ANNOUNCED

During Ramadan 2026, Sadaqah Squad — a grassroots fundraising initiative comprising six

teams spanning the UK, Asia & Oceania, Europe, Canada, the US, and Online Chat — collectively raised £66,092, demonstrating the power of global unity and generosity in supporting the Prophetic mission.

Team Canada finished first, raising £27,544, more than doubling its contributions from Ramadan 2025. Team UK followed closely behind with £27,278, making an impressive leap in the final days (up from £11,611 on Day 26). On an individual level, Abdul-Raheem led during the entire challenge,



amassing £8,575 in contributions, followed by Abu Tayeb with £5,500 and Kawther with £4,572.

As the winner of this fundraising challenge, AbdulRaheem will receive the opportunity to join Destination Dawah, a programme offering firsthand experience of a dawah mission in rural Malawi. Over eight days, he will witness mass dawah in action, take part in local activities such as BBQs and waterfall jumps, enjoy authentic cuisine, and learn about local Islamic history from Ustadh Adnan Rashid. This is more than just a once-in-a-lifetime adventure; it's the chance to be on the frontlines of the Prophetic mission.

TOP FUNDRAISER AWARD

Abdul Raheem

Alhamdulillah, through dedication, consistency, and sincere effort, Abdulraheem achieved the highest fundraising total of **£8,575** in the **Ramadan Challenge 1447**.

Winner of Destination Da'wah Trip

“It honestly feels really humbling,” AbdulRaheem said about his win. “More than anything, it just feels like a reminder of how generous Allah is.”

I’m definitely looking forward to Destination Dawah. It feels like a really exciting opportunity to create new dawah memories, learn more, and then bring that back to benefit the community here.”

When asked what strategies contributed to his success, he replied that it was all about intention.

“The biggest thing was just trying to be greedy for the reward from Allah and keeping that intention front and center,” he told iERA. “It made the effort feel meaningful beyond just hitting a number. I also found that sharing my own experiences with giving dawah in person really helped people connect to the cause. And honestly, making a small habit of waking up for tahajjud and taking even a couple of minutes to make dua for barakah in the effort made a real difference.”

Regardless of the amount raised, nothing is overlooked in the sight of Allah. To all fundraisers and donors alike, may Allah accept your efforts, multiply them beyond measure, and allow us all to return stronger next Ramadan.

DAWAH GIFT BOX



DAWAH GIFT BOX GETS A MAKEOVER

This Ramadan, iERA revamped its dawah gift box, a free, curated package of educational materials designed to help Muslims introduce Islam to their non-Muslim friends, neighbours, and colleagues.

For the first time, the box included The Purple Quran, a clear, easy-to-understand English translation of the Quran. What makes The Purple Quran unique are the gentle du'a prompts placed throughout the text, allowing for personal reflection, as well as explanations of difficult verses and historical context.

The dawah gift box also comes with booklets on why belief in God is rational, the nature of God, testimonies about the Prophet Muhammad (peace be upon him), and “Life After Life”. Together, these materials give readers a logical and holistic understanding of Islam, effectively addressing common questions while inviting reflection on the deeper meaning of existence.

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CONVERT
MUSLIM
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THE GREAT BRITISH MUSLIM CONVERT STUDY

Your Voice Can Shape Real Change

Be part of a **landmark national study**
to help transform the **Muslim Convert**
experience in Britain



10 minute survey



100% anonymous



Help build a national
picture

**Click the
Button to
Start**

For Mosques & organisations

For Converts

FROM CONTENT CREATOR TO CALLING: AIMEE'S DAWAH STORY

These redesigned dawah gift boxes are already having a real impact. Meet Aimee Black, a content creator turned online da'ee.



At iERA's Birmingham gala dinner, Aimee picked up 10 dawah boxes: one that she would keep for herself and nine to give to others. Previously a micro-influencer with a parenting channel, she relaunched her TikTok platform (@aimeejayblack) after she became a Muslim in 2024, sharing her journey with Islam and doing dawah along the way.

When she posted about iERA's dawah boxes, she also mentioned that she would be giving away additional items: hijabs, abayas, under caps, instructional prayer books, and other small gifts. This generated much interest, and soon her inbox was filled with enquiries.

"I got tons of messages and DMs, mainly from people who were hesitant to learn about Islam," she told iERA. "It was like they heard the calling to Islam but weren't sure where to go next or how to actually take the step into Islam."

She continued, "I think the reason so many people resonated with me too is because they saw themselves. They saw someone who wasn't born a Muslim, wasn't surrounded by Muslims, wasn't married to a Muslim. They resonated because they saw someone that looked like them.

Who heard the calling to Islam, had that feeling, and took that step."

One message she received was from a sister named Paula, a 57-year-old woman who was married to a Muslim but had remained Christian for over 20 years. Although she felt drawn toward Islam, she lived in a remote area, with the closest mosque nearly 40 miles away. She had purchased a Quran and a prayer mat but quickly became overwhelmed trying to navigate everything on her own.

When Paula saw Aimee's video, she saw someone who looked like her — someone whose journey, feelings, and experience mirrored her own. So she sent a message asking for help.

Aimee didn't just send over a dawah box and call it a day. She stepped up, answering Paula's questions about Islam and even contacted the staff at Paula's nearest mosque to arrange local support. On Eid al-Fitr, Paula took her shahada with Aimee over a video call.

"I actually followed up with nearly everyone in person or on a call," Aimee said. "That human connection is needed because becoming a Muslim can feel intimidating and isolating when you don't know

anyone else who is Muslim, or like in Paula's case, her whole family was Muslim but they were all born. So she didn't have anyone that was like her. And it's important to have representation so you can actually feel a part of the community."

For new reverts, Aimee emphasises the importance of taking things slow, finding a teacher, and leaning on the community

"I promise you, if you walk up to a Muslim, to a mosque, and tell them you're a revert, they will be overjoyed with the opportunity to help. You're not alone," she said.

“Opening that box takes a moment, but the second you did, you gained millions of brothers and sisters globally who are all here to help and who are all on the same journey as you.”

Someone you know could be searching for the truth, and you might be the reason they find it. Order your FREE da'wah gift box today

Order **NOW**

NEW ZEALAND TEAM DISTRIBUTES 120 QURANS



On March 8, a few brothers from iERA's New Zealand team drove down from Auckland to Wellington to set up a dawah table at the Newtown Festival. The event is a free street party that attracts over 80,000 attendees annually, featuring music stages, hundreds of stalls, and diverse entertainment, making it a prime opportunity to engage with festivalgoers.

Together with North City Islamic Youth Centre, a community organisation providing services for Muslims in the Porirua area of New Zealand, iERA delivered the message of tawheed and handed out over 120 copies of the Quran.

"The vibe at the Newtown Festival in Wellington was honestly incredible!" said Feroz Khan, an iERA outreach specialist in New Zealand. "We had so many people coming up to the table who told us they'd been wanting to get a Quran for ages but just didn't know where to go. It was so cool to see their excitement. We had some really deep, 'real talk' conversations about the nature of God and what Islam is actually about, away from the headlines."



Farook Khan, CEO and treasurer of North City Islamic Youth Center, added that



many visitors expressed that they had never had a direct conversation with a Muslim before, so simply being approachable and welcoming made a powerful impact.



He noted rising curiosity about the core beliefs of Islam, the role and status of the Prophet Muhammad (peace be upon him), Islam's stance on peace and modern society, and common misconceptions about women in Islam.

Being present at large public events is just one way organisations can share Islam in a positive, accessible way. As Farook explains, this approach "allows Muslims to break down barriers and challenge stereotypes through real human interaction" and "provides a safe

space for people to ask questions they may otherwise hesitate to ask."

"In today's world, where misinformation can spread easily, our presence helps to present Islam authentically. It shifts perceptions from what people hear about Muslims to what they experience with Muslims," he concluded.



CEO CAPTURES DAWAH IN ACTION DURING MALAWI VLOGS

Throughout Ramadan, CEO Subboor Ahmad released a series of YouTube videos documenting iERA's ongoing dawah efforts across remote villages in Malawi. In the series, he is seen preparing iftar for those breaking their fast for the first time, holding new Muslim classes, inviting non-Muslims to take their shahada, and engaging with villagers to better understand their journey to Islam.

These on-the-ground videos show that iERA's strategy is working — that consistent grassroots da'wah and follow-up classes can create lasting change across African villages.

Donations play a key part in making this possible. As iERA's CEO said in a video, "Whoever you support in Islam, every single good deed that they do — the person that became a Muslim because of your donation — that ajar will go to you on the day of judgement."



Click to support this work and help bring the message of Islam to more communities worldwide.

LIVE APPEAL MARKS FINAL RAMADAN PUSH



During the last odd nights of Ramadan, iERA ramped up its fundraising efforts with Live Appeal, a series of five live broadcasts featuring key speakers like co-founder Abdurraheem Green, CEO Subboor Ahmad, as well as local outreach specialists and reverts.

During each broadcast, some lasting up to six hours, viewers were given a window into iERA's work on the ground. This included live footage of du'aat, with focused updates from regions such as Latin America, Oceania, East Africa, and the Philippines. Funds raised during the appeals were directed toward providing one month of new Muslim support, including essentials such as learning the basics of Al-Fatihah and salah, daily meals, and Islamic prayer clothing.

The goal started with raising enough to support 100 new Muslims (equivalent to £5,000) — a target that was raised to 200 Muslims by the 27th night.



However, the campaign was not without its challenges. "We were in a struggling position [compared to last year]. We were not achieving our shahada goals, and we needed to put in more energy and push more people to fundraise," said Adil Nahdy, Deputy Global Manager of iERA and one of the Live Appeal hosts.



He noted that iERA ultimately raised around £40,000, an encouraging amount but falling short of last year’s figure, partly due to the worsening economic climate. Still, he is hopeful that with better planning, iERA can raise more funds next year.

For those interested in getting involved in future fundraising efforts but feel unsure or intimidated, brother Adil offers some reassuring advice.



“SubhanAllah, you’re not really asking people for money. You’re actually giving people an opportunity,” he explained. “If they say no, Alhamdulillah, you are rewarded for your intention and for your action. You are not rewarded for the end result. You try your best to achieve what you want to achieve, but the results are in the hands of Allah SWT.”

Support iERA and share in the reward. Sign up to volunteer [Donate Now!](#)

Destination Dawah

A Life Affirming Journey
Calling to Islam



Mass Dawah in Action



Trips and excursions



Historical Reminders



Cultural Experiences



5TH - 12TH **MAY 2026** Malawi

24TH - 30TH **JUNE 2026** Rwanda

9TH - 15TH **JULY 2026** Malawi

17TH - 23RD **SEPT 2026** Malawi

28TH - 03RD **OCT 2026** Rwanda

12TH - 18TH **NOV 2026** Malawi

Registration Fee

£750

Register Now!



Fundraising
Target **£5,000**



East
Africa



Flights &
Accommodation
Included

The FIFA World Cup is coming this summer to the US, Canada and Mexico.

Yera



11st June 2026 – 19th July 2026

WHAT'S YOUR GOAL - DAWAH CAMPAIGN

The campaign aims to encourage Muslims to engage in dawah in a warm and friendly way, planting seeds that prompt reflection on life's true purpose.



THE WYG CAMPAIGN WILL INCLUDE

- ✓ 100+ countries registered to take part in dawah during the World Cup – from the UK to Australia and everywhere in between!
- ✓ A World Dawah Day will unite teams across all continents for training and outreach activities
- ✓ Introduce Islam to millions in a positive, accessible way
- ✓ Distribute translated copies of the Quran and beneficial literature
- ✓ Provide a platform for open dialogue and questions
- ✓ Build bridges of understanding within local communities
- ✓ Ultimately, invite people to the worship of One God

[CLICK HERE TO SIGN UP NOW!](#)

SUPPORT IERA'S MISSION

"Let there be a group among you who call 'others' to goodness, encourage what is good, and forbid what is evil—it is they who will be successful." **(3:104)**



[Donate Now!](#)

OUR APPEALS



NEW MUSLIM FUND

Support the Islamic education of new Muslims around the world



DUAAT FUND

Support full-time Dawah Specialists in carrying out the Prophetic Dawah



QURAN FUND

Support the printing and distribution of Qurans



MATERIALS FUND

Support the production, design and distribution of dawah materials



UK FUND

Support iERA's Prophetic Dawah in the United Kingdom



ZAKAT FUND

Support the Prophetic Dawah with your Zakat donation



CLOTHING FUND

Provide Islamic clothing to new Muslim men and women



ONLINE CHAT

Support online Dawah Specialists in carrying out the Prophetic Mission

iERA is committed to ethical fundraising. We follow the Code of Fundraising Practice and the Fundraising Promise.

Follow Us:      @iERAorg