
National Tabligh Shelters Campaign Report

March 2016

National Tabligh Department, Lajna Ima'illah UK

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Introduction

National Tabligh Shelters Campaign: Love From Lajna - March 2016

To mark United Nations International Women's Day on March 8 2016, it was felt that Lajna should make contact with those women in the UK who are living in hardship and difficulty and who are deprived of love and kindness. Our intention was to extend the hand of friendship and generosity to these women, at the same time bringing awareness about the Ahmadiyya Muslim Community and in particular, the work of Lajna Ima'illah in the UK.

The National Tabligh Team asked all Regions to participate in the '**Love from Lajna' Shelters Campaign**. Alhamdulillah, **nearly 100 Women's shelters across the UK** were contacted and sent 'Tabligh Hampers' comprising of food items, amenity kits and Jama'at literature. Lajna were instructed to include the following literature in their Hampers: *Life of Muhammad*, *Word Crisis and the Pathway to Peace*, *Peace Loyalty leaflets*, *Introduction to Islam leaflets*, *leaflets on the Holy Quran* and *leaflets about the Promised Messiah* (peace be upon him). We also asked each Region to introduce Lajna Ima'illah and mention the work we do within our local communities. The majority of the Shelters contacted were run by national charity **Women's Aid**.

Our campaign was promoted through social media and, Alhamdulillah, the response from the Shelters has been one of overwhelming gratitude. Several new Tabligh Contacts have been made, many of whom were previously unaware of the Ahmadiyya Muslim Community. A number of the new contacts made have expressed interest to learn more about the Jama'at and 2 ladies also attended the recent National Peace Conference.

Mashallah all Regions across the UK participated in this Campaign. The following is a summary of Lajna efforts by Region:

REGION	SHELTERS CONTACTED	TABLIGH HAMPERS DELIVERED
Aisha	4	8
Baitul Futuh	3	45
Baitun Noor	4	27
Middlesex	3	8
Islamabad	3	5
North East	4	16
North West	11	18
South West	4	38
London	6	44
Hertfordshire	5	18
Midlands	23	34
Yorkshire	5	34
South	2	57
Scotland	8	8
East	8	125
TOTAL	93	485

Pictures of a selection of Hampers donated by Lajna

Following is a selection of pictures of the Tabligh Hampers prepared by Lajna across the UK, Mashallah.





A SMALL
SELECTION OF
THE 485
HAMPERS
PREPARED BY
LAJNA ACROSS
THE UK





A SMALL SELECTION OF THE 485
HAMPERS PREPARED BY LAJNA



Responses from Women's Shelters

Following are some of the responses Lajna received from the Shelters they donated Hampers to.

PETERBOROUGH WOMEN'S AID

Registered Charity No: 273 803

POST OFFICE BOX 75
PETERBOROUGH
PE1 4UZ

Ghazala Tariq
Ahmadi Muslim Community

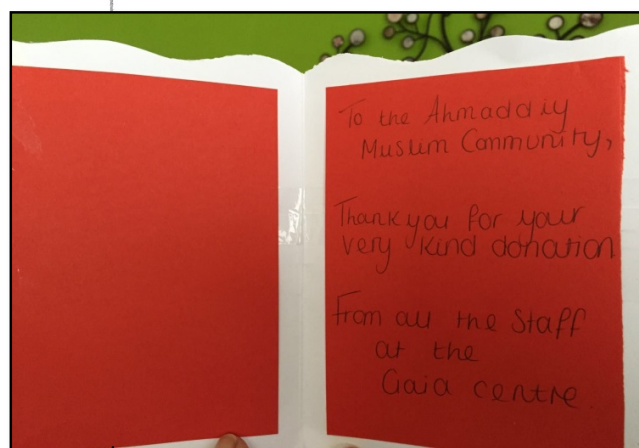
Thank you so much for your generosity in presenting our organisation with such beautiful hampers in celebration of International Women's Day. Your expressions of love will be shared with the women we help who will be delighted to receive such lovely gifts.

We would like to thank everyone concerned and thank you for your interest in Peterborough Women's Aid.

Yours sincerely



Tracy Foster
Service Manager



From: **Donnah** <Donnah@newcastlewomensaid.org.uk>?

Date: 15 March 2016 at 14:56

Subject: Thank you

To: shafia.saeed@gmail.com

Hi Shafra,

My name is Donnah and I am a Refuge Support Worker at Newcastle Women's Aid.

I am writing on behalf of Newcastle Women's Aid residents and staff to say a big thank you for the beautiful gifts, fruit and books which you kindly donated to our women and children.

The residents and children are really enjoying the lovely fruit and some of them have tried items which they have never tasted before!

We have put the spare books in our mini library which is in the women's lounge for future residents.

Once again, thank you so much for your lovely donations.

Best Regards

Donnah

Donnah Illingworth-Barnes
Domestic Abuse Prevention Advocate
Newcastle Women's Aid

International Women's Day by Rahat Jahan

International Women's Day, originally called International Working Women's Day, is celebrated on March 8th every year. The day is to show respect, appreciation and love towards women for their economic, political and social achievements.

This year our Crawley Lajna association celebrated this day in a unique and impressive way. Lajna members made some beautiful gift boxes containing women's toiletries, and a beautifully decorated tray of non-perishable food, and donated them to the Crawley Food Bank for poor and disadvantaged women. Our donation was highly appreciated by the members of the organisation, as you can see from the certificate.

Therefore, it was another progressive step of our Jamaat towards spreading our message of "Love For All, Hatred For None". May Allah accept our efforts towards bringing peace and prosperity in the UK. Ameen.



Shelters showed their gratitude through thank you cards, emails, letters, text messages and via social media.

----- Original message -----

From: Waffa Makki
Date: 24-03-2016 5:04 PM (GMT+00:00)
To: "'badar maria@hotmail.com'"
Cc: Joan McGowan
Subject: Re: Hampers

Dear Maria,

Thank you so much for this great kind gesture, for our service users in the refuge. On behalf of the staff and residents, I would like to say a big thank you. It is highly appreciated and thank you to your parents for delivering them.

God Bless.

Kind Regards,

www.solacewomensaid.org <<http://www.solacewomensaid.org/>>

Waffa Najib Makki
Domestic Violence Worker
P O Box 47480
N13 5YE
Tel: 0208 920 1476

From: **LORD, Jonathan** (jonathan.lord.mp@parliament.uk)
Sent: 11 March 2016 11:03:17
To: monevra syed (monevra@hotmail.com)

Dear Monevra,

Thank you very much for keeping me updated on your activities and well done!

With best wishes.

Kind regards,

Jonathan Lord

Member of Parliament for Woking

House of Commons, London, SW1A 0AA

jonathan.lord.mp@parliament.uk | 020 7219 6913



Wycombe Women's Aid Ltd
PO Box 1477
High Wycombe
Bucks HP11 9HP
Tel: 01494 461367
Fax: 01494 452622
Email: wwa@btconnect.com

17 March 2016

Nadia Akbar
President of Women – High Wycombe Area
Lajna Imaillah

Dear Nadia

On behalf of Wycombe Women's Aid thank you so much for the 4 beautiful hampers you and Sayra delivered to our Outreach office earlier today. Can you please thank all concerned at Lajna for their kindness and generosity and for choosing to support our charity.

We really appreciate the time, trouble and care that you took to prepare the hampers – they are absolutely fantastic. I am glad you had a good celebration for International Women's Day and please know that the women and children here will appreciate that others are thinking of them at this difficult time in their lives. Everything in the hampers is absolutely lovely and we will really enjoy sharing it among the families currently staying here.

We really value the support we receive from members of our local community as it enables us to continue providing a high quality service to women and children who have experienced domestic violence.

Thank you again.

With very best wishes

Sophie
On behalf of Wycombe Women's Aid



Registered Charity No. 299946 Registered Company No. 2245478
Registered Office: Abbey Place, 24-28 Easton Street, High Wycombe, Bucks. HP11 1NT

----- Forwarded message -----

From: "Shumina Ali" <shumina@bawso.org.uk>
Date: Thu, Mar 31, 2016 at 3:18 AM -0700
Subject: RE: Donations
To: "sajida kanwal" <sajidakanwal786@hotmail.com>? "Mariam Elmighani" <mariam@bawso.org.uk>?

Dear Sajida,

Peace and blessings upon you too,

We have received your wonderful gifts. We appreciate your generous thoughts and hard work you and your team have participated to create these lovely hampers. I am sure the service users would also be humble to receive the token of love and that you have thought of their grief.

We have noted your details and will surely be in touch. As Tracy mentioned, we are more than happy to accept any donations available to help no recourse to public funds victims.

Deepest thanks again to you all.

Kind regards
Shumina Ali

Advice/ Floating Support Worker

From: Debbie Simpson <admin@pdvg.co.uk>

Sent: 21 March 2016 11:29

To: Naeema Bushra

Subject: RE: Recent Visit

Thank you Naeema,

It was lovely to meet you and your sister too and everyone here are so grateful for the donations you brought in, thanks again.

I have forwarded your details on to our fundraiser, Ann Hedley as she knows which donations are required and where should the need arise. Please do stay in touch and we look forward to receiving your leaflets. If you need us to send some of our leaflets out to you let me know.

Take care and thanks again for your wonderful donations and you very kind offers of help ☺

Kind regards

Debbie

From: Poppy Nahar <Poppy.Nahar@h4w.co.uk>
Date: 15 March 2016 at 16:13:27 GMT
To: "Saadiyya ." <saadiyya@hotmail.com>
Subject: RE: Hampers donation

Hi Saadiyya

I would like to Thank you for all the lovely hampers we was not expecting that many with such effort.

We shall be using some as prizes for our Easter party, cultural day and our pamper day for International Women's day.

Thank you once again.

Kind Regards

Poppy

Poppy Nahar | Support Worker - Merton Refuges | Housing for Women
PO Box 72752 | London | SW19 9HF

D: 020 3794 4791 | **M:** 07885 460257 | **Website:** www.hfw.org.uk |
Twitter: twitter.com/housing4women



From: c.hopley@solacewomensaid.org
To: badar_maria@hotmail.com
CC: k.butt@solacewomensaid.org
Subject: RE: Donations
Date: Mon, 4 Apr 2016 09:38:07 +0000

Dear Maria,

Many thanks to you and the members of your group for the wonderful donation you made to the women we work with.

Best wishes

Camilla Hopley
Family Support Worker, Solace Women's Aid

From: officemanager@yoursanctuary.org.uk
To: monevra@hotmail.com
Subject: RE: Hamper
Date: Mon, 29 Feb 2016 12:01:31 +0000

Hi Monevra

Thank you so much for your generosity it is much appreciated, Tuesday 8th March is fine we look forward to seeing you.

Thank you

Michelle Mendoza Office Manager 15a Monument Way East | Woking | Surrey | GU21 5LY01483 776868 | www.yoursanctuary.org.uk

96
 All at Ahmadiyya Muslim
 Community

With grateful thanks for the lovely hamper for our women's refuge. We really appreciate your kindness and support. Our women will be so delighted to receive it.

Love and very best wishes to you all, from

Cheryl, Lynn, Fiona, Janet,
 Fiona and Sarah

(Aberconwy Domestic Abuse Service)

Media Activity Report

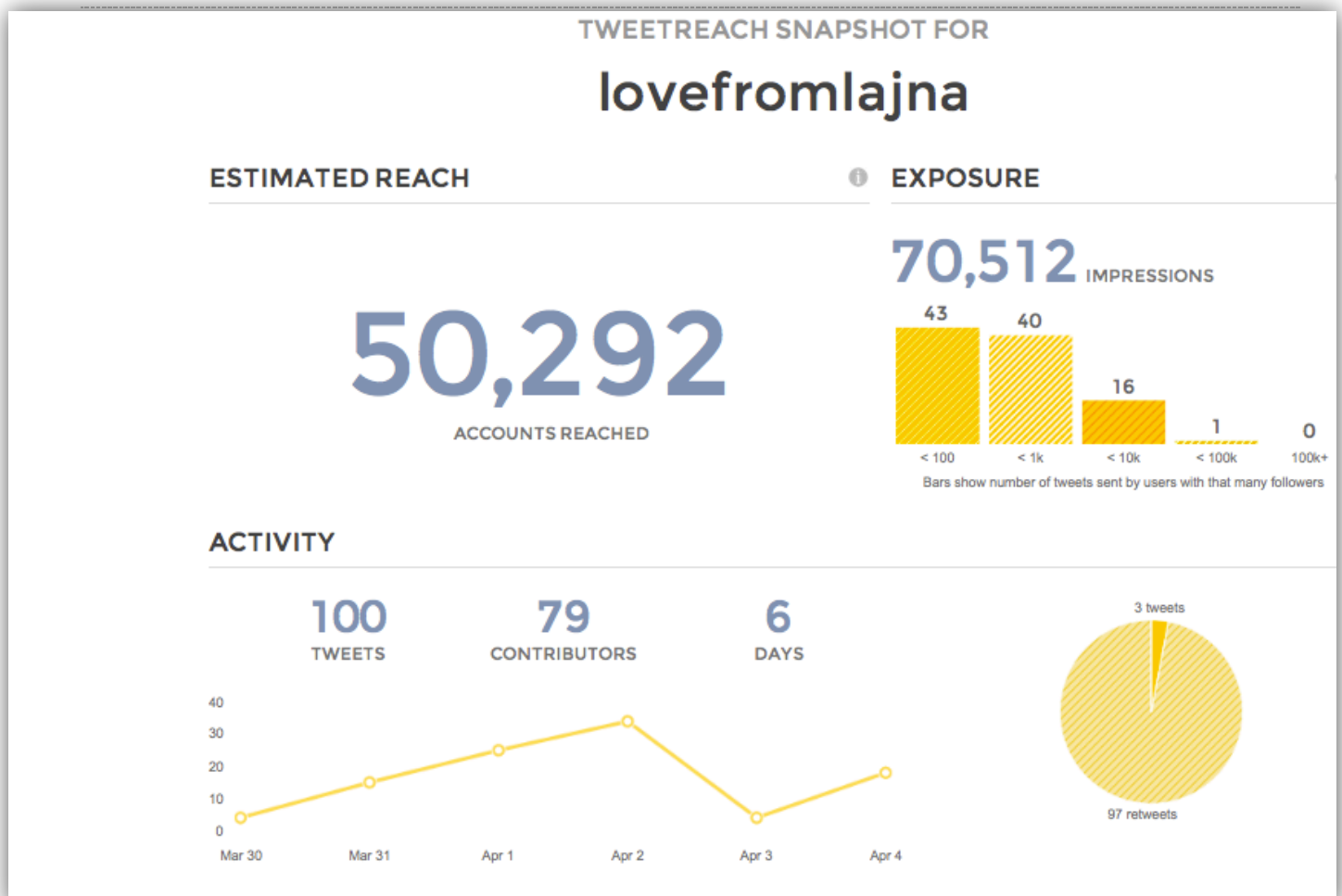
TWITTER

In an effort to promote the good works done by Lajna throughout the UK to a more widespread audience, the Tabligh Team initiated a social media campaign via Twitter. The Shelters campaign was highlighted using the **hashtag #lovefromlajna**. Twitter users placed this hashtag on messages and photos, and tweeted them out to all followers, thus linking all of the activities under one common theme and allowing the external audience to attribute them to one organisation (Lajna Ima'illah UK).

On International Women's Day, the official Lajna account for UK, @LajnaUK was directed to post approved photos of the Tabligh Hampers distributed.

STATISTICS

Below is a snapshot of the impact that the Twitter campaign had, including the number of accounts reached



TOP CONTRIBUTORS

18.7k IMPRESSIONS	 @MuslimIQ Follow 18.7K followers
79 RETWEETS	 @LajnaUK Follow 2,606 followers
79 MENTIONS	 @LajnaUK Follow 2,606 followers

MOST RETWEETED TWEETS

51	 Lajna Ima'illah UK @LajnaUK 2 days ago Ahmadiyya Muslim Women's Association Newport deliver 13 gift hampers with #LoveFromLajna to Refuge women's shelter. https://t.co/xXadxwegg5
16	 Lajna Ima'illah UK @LajnaUK 4 days ago Some #WomensDay gifts #LoveFromLajna for local women's shelter from Swansea Ahmadiyya Muslim Women's Association. https://t.co/E2b8fjmOJR
11	 Lajna Ima'illah UK @LajnaUK 6 days ago Slough Ahmadiyya Muslim Women's Association deliver gifts celebrating #WomensDay to Dash shelter #LoveFromLajna https://t.co/klh1XbMOWO

 **Lajna Ima'illah UK**
@LajnaUK

Slough Ahmadiyya Muslim Women's Association deliver gifts celebrating #WomensDay to Dash shelter #LoveFromLajna




Ahmadiyya Press
29/03/2016, 5:21 pm from South East, England

51 RETWEETS 43 LIKES



Pictures of 2 Hampers along with message tweeted by Lajna Ima'illah UK. Retweeted 51 times.

SabahatMS and 4 others Retweeted

 **Lajna Ima'illah UK @LajnaUK** · Mar 8
#LoveFromLajna hampers delivered to a Luton women's shelter by local Ahmadi Muslim women. #InternationalWomensDay



#LoveFromLajna

67 46

Qasim Rashid, Esq. and 1 other Retweeted

 **Lajna Ima'illah UK @LajnaUK** · Mar 9
Interfaith relations: Hounslow Lajna visited St Philip & James Church, Whitton and St Pauls food bank #LoveFromLajna



44 35

2 Snapshot images and hashtag tweeted by Lajna Ima'illah UK. Retweeted 67 times and 44 times respectively



Twitter users picked up on the hashtag and posted their own comments/responses:



RADIO COVERAGE

Alhamdulillah the 'Love from Lajna' Shelters Campaign was also able to get some radio coverage through both Voice of Islam and allfm which is a local radio station in Manchester.

VOICE OF ISLAM

By the grace of Allah, members of the National Tabligh Team were invited to speak about the Campaign during two live interviews. The first was held on 8 March 2016 during the Drive Time programme and the second was held on the following morning, 9 March 2016, during the Breakfast Show segment.

ALLFM - 96.9 (Manchester Local Radio)

A local Manchester radio station hosted Lajna Tabligh Monitor for North West Region for an interview regarding the Women's Shelters Campaign.



ARTICLES and PUBLICATIONS

Edinburgh Lajna article published on the 'International Women's Day' website on 8 March 2016



Lajna Ima'illah East Region made headline in Barking and Dagenham Post on 3 April 2016, reporting 57 hampers donated in their Region

Ilford Recorder

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Woodford News Crime & Court Politics Health Education Environment Heritage Weather Features WW100 Young Citizen Award

Ahmadiyya Muslim Women Association donate 57 hamper bags to victims of domestic violence

A group of Muslim women donated 57 bags of food and toiletries to women victim of domestic violence.

Facebook Twitter Google+ Reddit Email

Shares: 3

The Ahmadiyya Muslim Women Association collected nonperishable food such as pasta, rice, chocolate, spices as well as tooth brushes, wipes and nappies, which they organised into bags and hampers and donated to two Women's Refuge centres in east London and Essex.

The locations of the centres, which offer a safe haven to women and children escaping domestic violence, have to remain anonymous to protect the women's safety.

Samina Siddiqi, vice president of the Redbridge North branch of the Women Association, organised the collection following International Women's Day.

She explained women in all 72 branches of the association across the UK have done similar actions in the last weeks with for motto "Love for all, Hatred for none".

"We collected things that a women and her children need on a day to day basis. All the donation were from women to women with love," she said.

"It is absolutely essential that all women should get together no matter their religion, their colour of their creed. At the end of the day, we are all women and we should all help each other," she added.

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Updated: A pedestrian has died after being hit by a car in the A12

Tributes to 'caring and irreplaceable' Barkingside nurse Big John

Ilford line up announced for BBC's Question Time

Ilford Recorder on 31 March 2016, reporting that the campaign took place in several branches of the Ahmadiyya Muslim Womens Association nationwide.



Hampers delivered to women's shelters in Newcastle

What: We distributed gift hampers to ladies and their children at two different women's shelters in Newcastle

When: March 11

Organised by: Lajna Immaillah, Women Auxiliary of Ahmadiya Muslim Association

More info: www.alislam.org



Hampers are handed over at women's shelters by Ahmadiya Muslim Association

Published in the **Huddersfield Daily Examiner** on 5 April 2016



North East Lajna's activities were published in the **Chronicle Live**.



LOCAL NEWS

Helping beaten partners

WOMEN of the Ahmadiyya Muslim Women's Association have been rallying round to help local victims of domestic violence.

The Huddersfield South branch of the group gathered items to donate to the Pennine Domestic Violence Group in a move of support.

Donations included essentials such as toiletries, bedding, food and household items.

Mrs Autia Tul Manan said: "The aim of the Ahmadiyya Muslim Women's Association is to raise awareness amongst women of their important status, their rights and responsibilities.

"We focus on our duties to God and towards mankind. We make useful contributions to the society in which we live and raise our future generations."

Sabiha Aftab said: "It's our duty to contribute to our society as Islam encourages us to help, feed and support the poor, weak and needy."

Easter fun at play gym

AN Easter family fun day was held to raise money for the Forget Me Not Children's

a really successful day and we've seen a much bigger turnout than we expected.