



SHARE ISLAM

Islamic Education Research Academy



**ANNUAL REPORT AND FINANCIAL STATEMENT**

**FOR THE YEAR ENDED 31 JUNE 2022**

# CONTENTS

Trustees Report .....	5
Message From Our CEO.....	9
Objectives & Activities.....	10
Public Benefit.....	10
Our Vision and Strategy.....	12
Achievements and Performance.....	14
Our Outreach Specialists.....	15
Education.....	17
Dawah on Six Continents.....	19
Online Dawah .....	31
Dawah Materials, Books and Distribution .....	33
Media and Marketing .....	35
Financial Review .....	38
Independant Auditors Report .....	43







# iERA Annual Report 2022

[July 1st 2021 - June 30th 2022]

---

## Trustees and Bankers

REFERENCE AND ADMINISTRATIVE DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS FOR THE YEAR  
ENDED 30 JUNE 2022

### Trustees

Saqib J SATTAR, Trustee  
Anthony W G GREEN, Trustee  
Edward S CRACKNELL, Trustee  
Kamran I HUSSAIN, Trustee

### Registered Office

Suite 321  
Crown House  
North Circular Road  
London  
NW10 7PN

**Company Registered Number:** 06941044

**Charity registered Number:** 1134566

**Chief Executive Officer:** Subboor Ahmad

### Independent Auditors

Amex Associates Limited  
1st Floor, 144-146 East Barnet Road  
Barnet  
London  
EN4 8RD

### Bankers

National Westminster Bank Plc  
1 Abbey Rd  
Park Royal  
London  
NW10 7YQ





# TRUSTEES

## OPENING STATEMENT

The Trustees present their annual report together with the audited financial statements of the charity from 1st July 2021 to 30th June 2022. The Trustees confirm that the Annual Report and financial statements of the company comply with the current statutory requirements, the requirements of the company's governing document and the provisions of the Statement of Recommended Practice (SORP), applicable to charities preparing their accounts in accordance

with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015) as amended by Update Bulletin 1 (effective 1 January 2015). Since the Charity qualifies as small under section 383, the strategic report required of medium and large companies under The Companies Act 2006 (Strategic Report and Director's Report) Regulations 2013 is not required..









Outreach  
Specialists  
grew from

61 to 192



6,600 to 14,741

Shahadas grew from



5,116 to 13,329

New Muslims Supported grew from



Online  
Chats  
grew from

16,000 to  
104,000

# MESSAGE FROM OUR CHAIR OF TRUSTEES

## Abdurraheem Green - Chair of Trustees

Assalaam alaikum Warahmatullahi Wabarakatuh

All praise is due to Allah and may God's peace and blessing be upon the final Messenger Muhammad peace be upon him.

This year we continued navigating changing lockdowns and restrictions, followed by fiscal uncertainty and the prospect of reduced funding. We frequently had to change plans, often at short notice, streamline operations and alter the way we work in a post-covid world to

ensure that the dawah could continue. Loss of life is tragic, and that tragedy is compounded when we consider that Islam was not shared with most of those who passed away during this pandemic.

This has been a period of reflection and we are more motivated than ever to share this beautiful message with the world. This is only possible with continued resilience and committed support.

The good news is that this way of life of connectedness to God is being shared and accepted by more and more people every year. We hear amazing stories from New Muslims, mentors and outreach specialists about their experiences of accepting, learning and inviting others to Islam. This one sticks with me...

*When the iERA team visited a village, they met a group of women. Barbara was amongst them. The team proceeded to explain Islam to them, highlighting the link between the modest dress of Maryam and the Muslim woman's Hijab and the similarity between how the biblical Prophets prayed and acted with that of the practical teachings of Islam. Barbara was immediately convinced and took her Shahada! Alhamdulillah!*

*That is not all though!*

*In the following days, her family observed her newfound faith which led to a change in her behaviour, dress sense and attitude. They were so impressed; they followed suit and also accepted Islam! Allahu Akbar (God is the Greatest)*

IERA's work has enabled hundreds of thousands of people to come across Islam. Whether it was through the street dawah in the UK, the dawah given to tribes in the remotest parts of Africa, sailing across rivers to share Islam with villages in Asia or through dawah in the virtual world online. This work has enabled the general public in communities across the globe to have a better understanding of Islam. Many people have embraced Islam, and become better individuals serving their communities.

The Board of Trustees set the management targets for the dawah and despite the difficulties, alhamdulillah they fulfilled these goals. Credit must be given to the whole iERA team for navigating these challenges during these unprecedented times.

On behalf of the Board of Trustees, the senior management team, the outreach specialists from across the globe and the entire iERA family, I wish to extend our heartfelt thanks to our supporters and well-wishers, all over the world, for their limitless support and duas. Jazakallah Khair to you all.

Wassalaam

Abdurraheem Green

Chair, Board of Trustees



# MESSAGE FROM OUR CEO

## **Subboor Ahmad - Chief Executive Officer**

Assalaam Alaikum Warahmatullahi Wa Barakatuh,  
(May Peace, God's mercy and blessings be upon you )

We are sincerely indebted to those of you who have supported iERA from the beginning in helping us share the beautiful message of Islam with communities worldwide, including those located in the remotest parts of the world.

The COVID-19 pandemic brought many challenges, such as travel restrictions, changing COVID guidelines and reduced funding. However, Allah, the Glorified & Most High, has enabled us to continue our work whilst adapting to the challenges thrown at us. For that, we say, Alhamdulillah. (Praise be to God)

Despite these challenges, with Allah's help, iERA continued with dawah activities and new Muslim support across the world.

The greatest lesson that we have learnt in the past couple of years is that, when we work sincerely for the sake of Allah, the Glorified & Most High, He opens doors we could not have imagined.

Despite our growth over the years, we do not want to become complacent. We have higher ambitions than ever and with your continued support, we want to share the beautiful message of Islam with even more communities in the coming year. In addition to expanding the operations in various countries, we are also continuing to streamline our operations to ensure that we use the funds as strategically and effectively as possible.

We ask that you continue to support iERA as much as you can. With your help, we can share the best gift possible - the gift of Imaan. Lastly, we ask that you keep the new Muslims, our supporters and our team in your duas.

May Allah reward you all with goodness!

Subboor Ahmad  
CEO, iERA

# OBJECTIVES & ACTIVITIES

The objectives of the Charity are set out in the Articles of Association and are summarised below:

- The advancement of the Islamic religion
- To advance the education of the public in the ways of Islam
- To promote research into the Islamic faith and to publicly disseminate the useful results thereof. To produce and distribute Islamic education resources.

## PUBLIC BENEFIT

The trustees recognise their obligation under Section 4 of the Charities Act 2011 to follow the Charity Commission's general and relevant sub-sector instructions on public benefit.

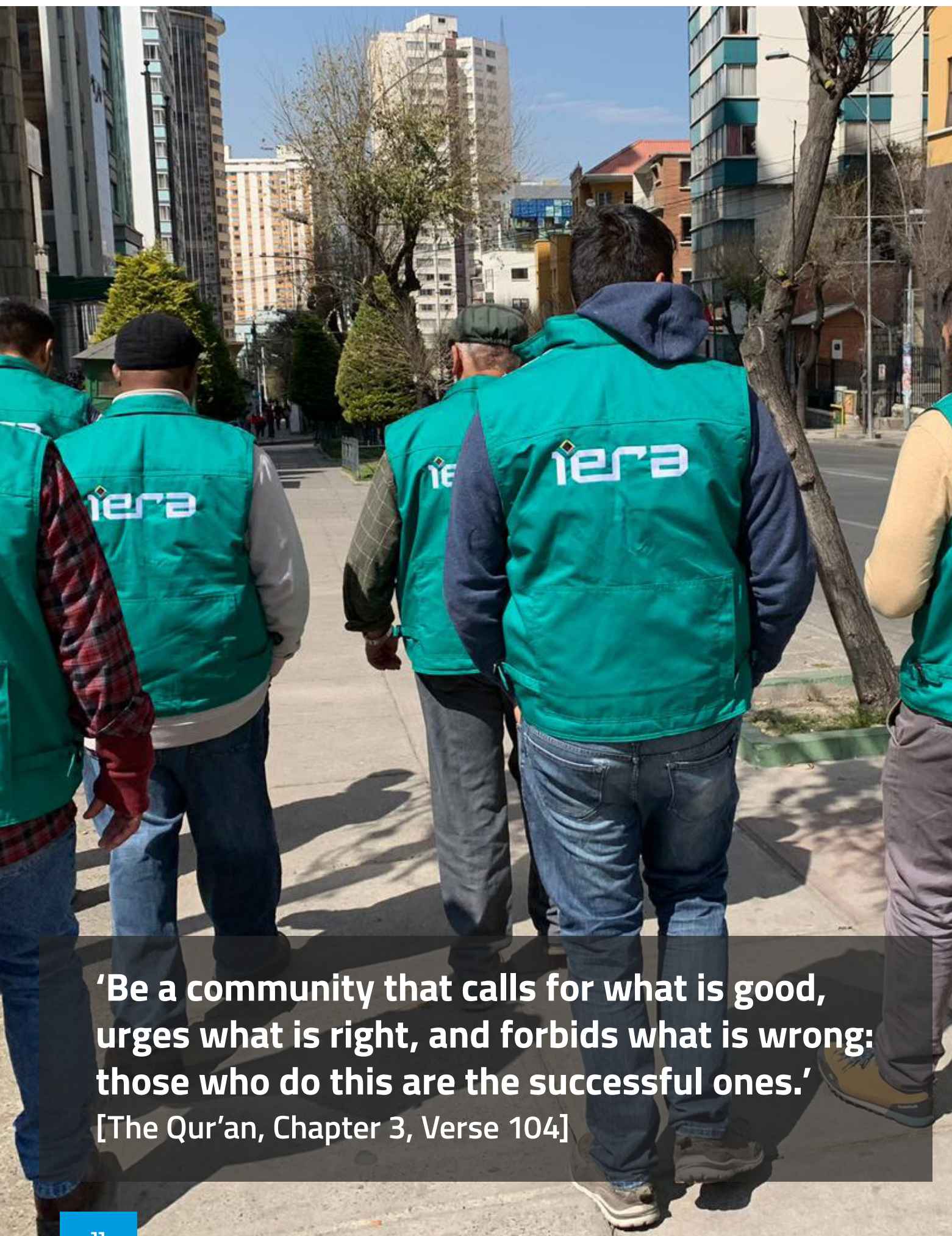
All activities undertaken by the Charity are for the public benefit. With a focus on providing education, the Charity's operation is geared to providing educational benefit for the wider Non-Muslim, Muslim and new Muslim communities as is highlighted by the activities reported herein.

The work of iERA is in accordance with our charitable objective of the advancement of the Islamic Religion. We have carried this out by empowering Muslims to feel confident in sharing the message of Islam, educating non-Muslims on the tenets of the Islamic faith and educating new Muslims about the teachings of Islam. This has led to many people pondering the true teachings and meaning of Islam or embracing Islam as a way of life which has led them to develop themselves, and their communities.

Furthermore, we have advanced the education of the public in the ways of Islam through various means including talks, lectures, workshops, exhibitions and outreach activities. This is a service for the wider community and it serves to educate, inform and empower the general public by giving them a better appreciation of Islam in various communities across the globe. This has helped reduce the alienation of people in many communities across the globe and led to increased community understanding.

With its new Muslim support iERA works to provide people with the opportunity for spiritual development and a well-grounded comprehension of the basics of Islam based on the authentic teachings and traditions. This provides a foundation for them to feel empowered to continue to learn and develop their understanding of the true Islam, without leaving them vulnerable to misinterpretations. The core of the educational philosophy is to share with new Muslims a sense of moral responsibility and ethical values as well as upright citizenship in wider society.





**'Be a community that calls for what is good,  
urges what is right, and forbids what is wrong:  
those who do this are the successful ones.'**  
[The Qur'an, Chapter 3, Verse 104]

# OUR VISION

# AND STRATEGY

Our objectives are to invite those who are not yet Muslim to Islam with wisdom and beautiful admonition and to discuss our religion with people in the best way.

Our goal is to empower, develop and support individuals who share this vision. We also aim to build teams and develop organisations that will nurture positive and productive relationships within wider communities.

Our focus on individuals involves but is not limited to



## Recruitment

Working with outreach specialists who will share Islam across the globe.



## Empowerment

Supporting Muslims to become more confident in sharing Islam by providing workshops, speakers, tools and publications.



## Education

Educating New Muslims on the foundations of the authentic teachings of Islam and empowering them to engage in continued development.



## Engagement

Rolling out outreach initiatives and campaigns, delivering lectures, and exhibitions and directly engaging with the public.









# ACHIEVEMENTS AND PERFORMANCE

With Allah's help, your donations and du'as, and the effort of the iERA family, we managed to achieve the following this year:

- **47,149** embraced the beautiful message of Islam.
  - **40,444** new Muslims were supported.
  - **381** outreach specialists shared Islam in over **30** countries scattered across six continents.
- Our dawah trips include• Outreach training
  - New-Muslim development and empowerment
  - Delivering talks lectures and dialogues
  - Community outreach
  - Relationship building

# OUR OUTREACH SPECIALISTS

**“By Allah, if a single person is guided by Allah through you, it would be better for you than the best of camels.” [Narrated by Bukhari]**

---

A breakdown of the outreach specialist role includes the following:

- **Health Check:** Perform an analysis of their area to ensure the health of outreach activities and da’wah organisations. Where relevant, ensure any ‘gaps’ are filled, and activities, as well as organisations, are fit for purpose.
- **Education:** Deliver outreach training on how to convey Islam at varying levels. This includes lectures, talks and the utilisation of social media.
- **Inspiration:** Motivate, inspire and encourage communities to engage with the Prophetic Mission.
- **New Muslims:** Educate and motivate new Muslims. Create awareness of the importance of New Muslim empowerment.
- **Relationships:** Build long-lasting, strong relationships with key stakeholders to facilitate outreach work.
- **Projects and Campaigns:** Participate in, and manage, iERA HQ and local outreach campaigns and projects.
- **Publications and Materials:** Help translate, distribute and produce outreach materials.
- **Community:** Regularly engages in community work to empower others to be a true manifestation of Islamic ethics and values.
- **Showcase:** Regularly communicate their work on social media and other platforms to share key narratives and ideas.







# EDUCATION

**Our education department has continued to create interactive courses for non-Muslims, new Muslims, and born Muslims, and it ensures continuous professional development for our outreach specialists and teams.**

---

## COURSES AND WEBINARS

### **Christianity Module**

We created an add-on module for our Da'wah Training Course on how to articulate and use our GO-RAP methodology when discussing Christianity. The module was delivered by Shaykh Abdurraheem Green and uploaded to our education portal.

### **PRAY with EASE Course**

As part of our New-Muslim Aftercare programme, we created a practical course for new Muslims on how to learn the prayer, with key information that they need about this second pillar of Islam. The course was launched on our education portal and has received a lot of positive feedback. We also designed a course specifically for mentors of new Muslims to give them the correct guidance when they teach new Muslims.

This is also available on our educational portal. To supplement the course, a PRAY with EASE booklet was designed for new Muslims to make it easier for them to understand how to connect with God, with supplementary guidance documents for mentors.

### **New-Muslim Overcome Webinar**

Our teams across the world held live webinars in December to discuss the challenges new Muslims might face over the Christmas period and how they can continue to maintain and strengthen their bonds of kinship. The webinars were delivered in nine different languages.

# COURSE FEEDBACK

## Translated Publications Project

Based on the research we conducted last year on our publications, we identified a gap in our offering of literature in different languages and, as a result, we launched the Publications Translation Project. We are currently in Phase 1 of the project, in which our most popular publications are in the process of being translated into the following primary languages: Spanish, Filipino, French, German, Portuguese, Fijian, Swahili, and Chichewa.

## GO-RAP in Action Videos

We are always interested in receiving feedback on our programmes to learn how we can improve our services. Attendees of our Da'wah training courses felt the course gave them a strong theoretical basis for da'wah, but would benefit from the practical application of GO-RAP being articulated in public.

After much deliberation on how best to deliver this, we have started recording a series called GO-RAP in Action, where our outreach specialists are recorded using the GO-RAP in public settings and this is being shared on our social media platforms.

# TRAINING AND DEVELOPMENT

As part of our continuous professional development for our outreach specialists and our teams, we have done the following:

- Continued our weekly and monthly Best Practice Sessions which were started in 2021. Here our Outreach Specialists from across the globe discuss and share best practices on various topics.
- Created a rubric to assess how well our Specialists can articulate the GO-RAP. We have started implementing this with our Africa teams and it has shown significant improvements and highlighted areas of improvement. We will be rolling this out across the organisation in the coming year inshaAllah.
- Trained volunteers and developed them on how best to engage with our online chat service as well as how best to provide new muslim mentorship suited to their local new muslim's needs.



# DAWAH ON SIX CONTINENTS





# AFRICA

Since 2018 we have been gradually growing our number of Outreach Specialists (Duat), and this past year we have had our greatest expansion yet! Not only did our Duat increase from 114 to 360, but our Shahadas have increased from 6,000 to almost 40,000! That is approximately a 550% increase! Praise be to God! We have also supported 30,000 New Muslims in Africa, which is over 75%. In our one-month new Muslim support program, our Duat stay in the villages to teach the new Muslims on a daily basis so they can strengthen their connection with God.

We have also expanded our operation in three more countries, taking the total count from 8 to 11, as Uganda, Rwanda, and Burundi were included. Rwanda has been an amazing discovery! Not only were the duat ready to do dawah, but non-Muslim officials encouraged us to share the message of Islam because they said; “Islam brought nothing except goodness and peace for the past 100 years in Rwanda”.

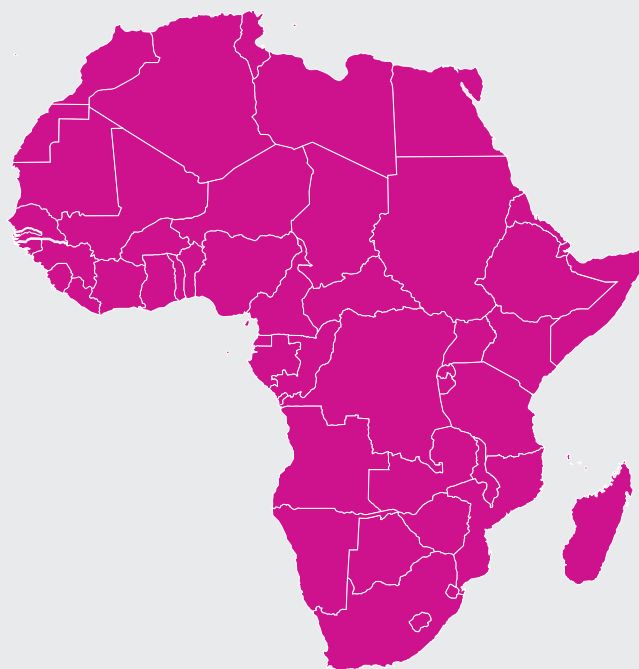
Furthermore, we have completed several piloting projects such as hiring outreach services from husband and wife duat teams, empowering new Muslims to build their own Masajid, and creating the role of a New Muslim Support Officer who moves around the villages and finds solutions to support new Muslims and analyses their impact.

All praise is due to Allah that we have been given the ability to transform people’s lives. You can check out some of those stories and case studies on YouTube, such as a woman who left alcohol for the sake of Allah, how an ex-tree worshipper embraced Islam, and many more.

Check out these stories and case studies:

- How iERA changed my life
- How the mother of Jesus (PBUH) inspired a woman to accept Islam
- Former Tree Worshipper: “I had financial troubles”/Robert (Mohammed)

Ustadh Adnan Rashid has been travelling to Africa to check, review, and monitor our work so that we can continue to make an impact and share the message of Islam. Our vision is to expand even further, reach homes in the furthest corners of Africa, and bring the message of Islam to more souls through the guidance of Allah. We ask that you support us in our work and become a part of this vision.





# OCEANIA



In Oceania (New Zealand, Fiji and Papua New Guinea) over 300 New Muslims were supported.

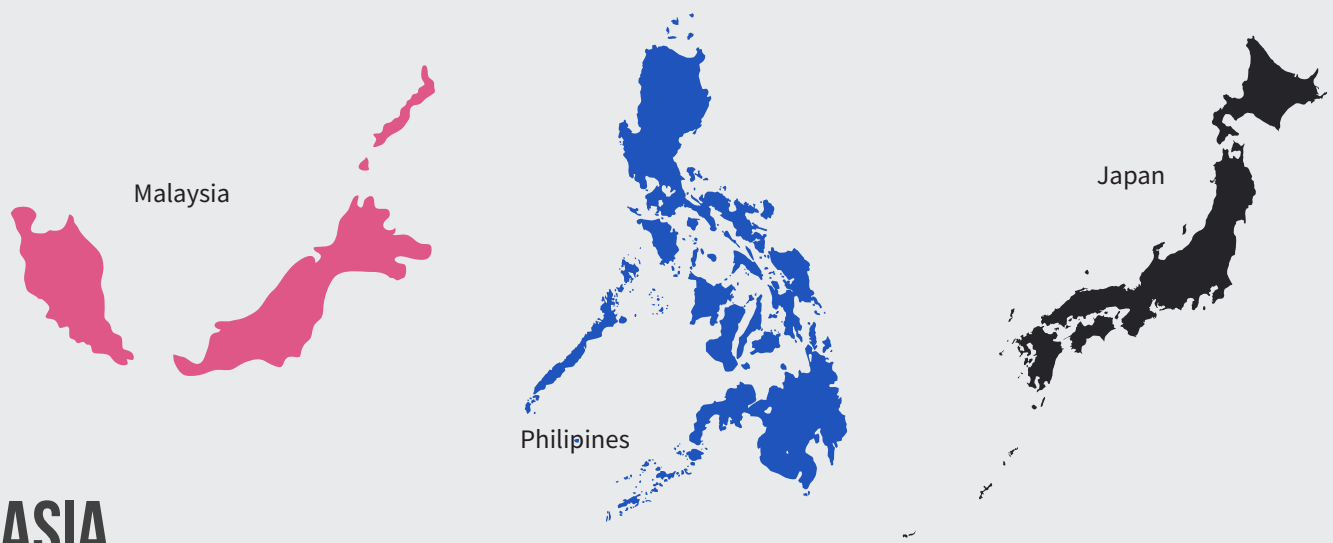
In Fiji, we had a lot of success crossing islands, particularly we saw some very good responses coming from Vanua Levu.

In Papua New Guinea, we have come to realise how people in the highlands are very close to the fiṭra and hence have focused on musing their internal understandings of truth to the truth of Islam.

As for New Zealand, we made agreements with various organisations, which helped iERA reach more areas. These sorts of collaborations have also helped iERA to create follow up trackers for New Muslims to ensure that their support is second to none.

Furthermore, we have worked in collaboration with an organisation which has enabled us to use a Minibus for da'wa. The project has been named "Mobile Da'wa Library", where people are invited onto the bus to have some coffee and listen to our Outreach Specialists present and explain the foundations of the Islamic Faith.





## ASIA

In Asia, we supported more than 7,000 New Muslims (more than 6,000 from the Philippines, 200 from Malaysia, and 200 from Japan).

In Japan, we started an initiative called “My Muslim Neighbour” to connect the Japanese community with their local Muslims. In these events and other similar events, the “Know Islam” course was shared. In this course, people listened to the outreach specialist deliver a talk about Islam. The attendees then answered a few questions on Islam based on the content of the speech on paper. The outreach specialist reviewed their answers and held discussions with them based on the results. This produced great results in terms of shahadaahs.

In Bahrain, more than 200 du’at from the Middle East signed up for iERA’s da’wah training. This was to enable them to increase their respective communities’ zeal for da’wah.

In Malaysia, due to the various lockdowns, the online chat team developed the Mandarin chat. After the lockdowns, the team was then able to go out and carry out da’wah activities in person.

IERA has expanded its work in the Philippines this year, by improving its structured programmes, which resulted in almost 5,600 people accepting Islam. This year we have placed a special focus on the New Muslim support to ensure it is second to none. This has led to over 6,500 New Muslims being supported; which is a huge increase from last year. However, despite this, we have not left the dawah to non-Muslims, the result of which can be seen in the increased number of people accepting Islam with outreach specialists in this region..

### Testimonials of Reverts

We have been supporting the Aetas (indigenous Filipino communities). In this region, Rosemary accepted Islam with one of our outreach specialists. She explained,

*“Through the simplicity of monotheism and the five daily prayers that I pray, even at work, I feel an unrivalled, unparalleled peace that I have never felt before embracing Islam.”*





# LATIN AMERICA

In Latin America, the dawah faced many challenges such as ongoing lockdowns. However, the dawah continued and almost 700 people embraced Islam and over 2,000 New Muslims were supported this year.

As well as this, two new Dawah centres were opened in the countries with the most new muslims, taking the total number of dawah centres in Latin America to four. In these centres, new-Muslims can take part in follow up classes and non-Muslims can learn about Islam. There is also a permanent 'Jesus in Islam' exhibition. The great results in certain areas meant we had to increase our Outreach Specialists in Latin America by three.



To increase the effectiveness of the outreach specialists' da'wah, we prioritised the translation of da'wah materials. Therefore, we printed the following da'wah materials for dissemination:

- 125,000 flyers
- 70,000 Jesus booklets
- 22,000 Qur'ans

For the countries which require improvement, a program with specific goals was established, to improve these results. This programme was planned to increase:

The effectiveness of Dawah activities

The number of Dawah volunteer teams in different cities of each country

The number of quality shahadas in each country

Effective management of local social networks so more non-Muslims would learn about Islam, especially for Quran campaigns

Our Quran campaign was received very well, and it was delivered in a few Latin American countries such as Bolivia. In Bolivia, one of iERA's outreach specialists was invited by a National TV program to talk about Islam. Thanks to this appearance, many people attended the street Dawah stalls to receive a Quran in Spanish, which led to some of them embracing Islam.

Project-specific fundraising enabled us to share Islam where it may not have been possible before. Due to such a type of fundraising, it became possible to reach remote and indigenous communities in Mexico. Two of these indigenous communities accepted Islam. Alhamdulillah.

IERA's Outreach Specialists have often been invited to deliver talks about Islam in universities and even appear on TV. To derive maximum benefit from these opportunities, Outreach specialists were trained and encouraged to better showcase their work with best practice sessions on things like, 'How to... 'conduct a good interview', 'make a good video' and 'tips for taking good quality pictures'



# NORTH AMERICA

In North America, over 30 people accepted Islam last year. IERA's outreach specialists remained very busy as they managed to work with more than 70 volunteers to lead several da'wah teams in North America. Almost 500 people were also trained on how to give da'wah. Alhamdulillah, 31 people accepted Islam with our teams.

In the USA, IERA has an Outreach Specialist based in Memphis who joined the team in the latter part of the year. In Canada, iERA continued to streamline the set up and processes to ensure that as much of the funds can be spent on dawah activities as possible. This means that there is now one Outreach Specialist and the office space related costs were reduced as the premisis contract was not renewed.



# THE UK AND IRELAND

In the UK/Ireland department, we have two outreach specialists who carried out our outreach work. They also reviewed and updated their methodology for implementing the strategy to broaden the impact of da'wah.

## Outreach Work

One hundred and thirty-five dawah stalls were hosted throughout the UK and Ireland.

These included innovative ideas (based on the traditional street da'wah format of stall/table and outreach specialists) such as 'commuter dawah' engagement, where we chatted to people coming and going to their places of work about Islam while sharing a coffee.

Eleven Open Day Exhibition events were held throughout the UK and Ireland using our 'Jesus in Islam' themed exhibition banners. It was the first exhibition of its kind in Canterbury. About 100 non-Muslim guests from various backgrounds, including the local fire services, the police, and a bishop representing none other than the famous Canterbury Cathedral, attended the exhibition. The most common feedback received on the day included statements such as: "We did not know about Islam in the way we learnt at the exhibition; we only heard negative things about Islam, while it's quite the opposite."



The UK & Ireland teams regularly engage with people who embrace Islam at the exhibitions. The New Muslims then go on to iERA's mentoring scheme for New Muslim support.

In Ramadan 2022, a successful campaign was launched by the Ireland team to create awareness of the importance of 'Ramadan' in Islam. The campaign consisted of sharing gift bags with neighbours. These gift bags contained chocolates, various forms of literature about Islam and a personalised letter and were shared with neighbours across major cities and towns across Ireland





One hundred and sixty-six talks and lectures were delivered regarding ‘outreach’ (da’wah to non-Muslims) and ‘motivation’ (aimed at encouraging Muslims to give da’wah).

### **The talks on outreach included:**

- Talks on ‘The purpose of life’, ‘happiness’ and ‘meaning’
- A friendly discussion with a Brahman from the Hindu faith.

### **Talks on motivation included**

- A ‘Question & Answers’ live stream
- A video on how to improve your Islam by doing good actions (especially getting involved in dawah)
- A livestream about Hidayah or guidance in Islam, and how it comes from Allah alone..

Five brand-new da’wah teams were created in towns/cities such as Burton-upon-Trent, Derby, and Slough, which now carry out street da’wah activities for non-Muslims. Setting up da’wah teams includes travelling to their locations to deliver our Dawah Training Course and also shadowing them in their early street da’wah efforts. The teams appreciated iERA’s practical support, guidance, and tips. These teams are given ongoing support alongside the opportunity to refer any new muslims to our team of iERA new-Muslim mentor volunteers.

Almost 250,000 materials (iERA dawah books, booklets, and flyers) were distributed. Most of this was through the da’wah teams supported by iERA.

### **Campaigns**

July 2022 saw a monumental event in the city of Birmingham — The Commonwealth Games 2022. One million people from all over the world came for the Games, and this included mostly non-Muslims who may not have received the true message of Islam. We collaborated with about 30 Muslim organisations in Birmingham through a large-scale, joint venture da’wah campaign. iERA personnel travelled to Birmingham to deliver a one-day Da’wah Training Course to 40 Muslim team leads. This was followed up with support during the practical da’wah. One of the da’wah stalls was set up in very close proximity to a games venue. The da’wah activities lasted for a week, with stalls across Birmingham distributing thousands of handouts, including ‘Is Life Just a Game?’ booklets, and engaging the attendees in dialogue.

## Scoping Exercises

One of our newest dawah activities is 'Scoping Studies, which involves sending a team of Outreach Specialists to areas of the country which have had little to no dawah activities taking place. A dozen of these reviews have taken place so far. These areas are usually remote, rural and/or isolated areas which have a small and limited Muslim community who can be encouraged to get involved in dawah efforts. The team go into the main town or village centres and trial street dawah there themselves. Various strategic meetings take place with contacts from the area to learn more about the area itself and see how a collaboration can be set up for the dawah activities. These exercises have meant that there are a number of new dawah activities including exhibitions planned in areas such as East Sussex, Lake District, Pembrokeshire, York and Ashton-under-Lyne.

## New-Muslim Support

IERA is working to ensure New Muslims aren't left without support after they embrace Islam. We work to educate and empower them through a variety of activities such as mentorship, online teaching and the opportunity to attend an intensive New Muslim Educational retreat to strengthen their iman and build upon their knowledge. This year, the first retreat was held in Daventry (UK) and a second retreat was held in Ireland in October.

We worked to expand our UK team by recruiting and training 40 volunteers to become 'New Muslim Mentors' to educate the new Muslims on Islam. Our 1-2-1 Mentoring system directly pairs the New Muslim/revert to a New Muslim Mentor. For many (see testimonials) this is a make-or-break moment as many reverts face challenges such as isolation/loneliness, unsupportive social/family circles and the inability/lack of confidence in being able to identify or distinguish what exactly is 'authentic' Islam.

We facilitated 578 classes for reverts throughout the year. These sessions include Weekly Step-by-Step classes and Qur'an classes. The step-by-step course is a 12-week foundational course designed for new Muslims to understand the 5 Pillars of Islam, focusing on key elements such as 'Tawheed' (monotheism) and its polar opposite 'Shirk' (polytheism). The Qur'an classes have been designed for New Muslims to help them to learn the basics of reading the Qur'an.

Furthermore, several monthly social activities were organised in a variety of social locations to bring about brotherhood/ sisterhood and build confidence as well as reduce feelings of isolation and a lack of support.

## Volunteers

We onboarded 79 new volunteers for a variety of roles relating to da'wah, from administration to outreach and new-Muslim mentoring across the UK and Ireland.







## CENTRAL EUROPE

In Central Europe, we have an outreach specialist who focuses primarily on the Netherlands, Germany, Switzerland, and Austria.

### **Outreach Work**

The 60 da'wah stalls held throughout Central Europe last year facilitated many meaningful conversations with non-Muslims and the distribution of a large amount of literature on Islam. The stalls were held in various locations, including:

- Amsterdam, the Netherlands
- The Hague, the Netherlands
- Dordrecht, the Netherlands
- Zaandam, the Netherlands
- Villingen-Schwenningen, Germany
- Leipzig, Germany
- Villach, Austria

We carried out Open Days in Zurich (Switzerland) and Cologne (Germany). During these open days, we held our iconic 'Jesus in Islam' Exhibitions which saw on average 50-100 Non-Muslim attend. During these events, literature was distributed and the attendees were given the opportunity to learn about Islam by conversing with Muslims and asking questions they may have otherwise not have had the opportunity to ask.

We delivered 31 talks for 'outreach' (dawah to Non-Muslims) and 'motivation' (encouraging Muslims to take part in sharing Islam and support the dawah).

We also delivered 12 Dawah Training courses which incorporated the tried and tested 'GORAP' methodology. This enabled the attendees with confidence in being able to share Islam.

We launched a Dawah Team in 'Villach' (Austria). We held meetings and made plans to schedule in regular street dawah outreach work for the brand new team. It was an exciting time again for Austria and the dawah work in Central Europe.

Alhamdulillah, we managed to distribute almost 15,000 pieces of literature from entire Qurans to small leaflets in this region last year. We have found that many people who accept Islam, carry out background research and read books including the Qur'an to make a well-informed choice. We have found that the sharing of this literature plays a vital role in conveying the message of Islam to the wider public.



## NEW MUSLIM SUPPORT

One of the ways we educate new Muslims is through our annual retreats, in which they learn about Islam in a holistic environment. Last year, we held two new-Muslim retreats, the first of its kind in the Netherlands, which 20 new Muslims attended, and the second in Germany for 25 revert sisters.

We also held 26 new-Muslim classes throughout the year, including the 12-week step-by-step classes to teach the new Muslims the foundations of Islam.

Another aspect of the new Muslims' education is pairing them with mentors who provide support and educate the new Muslims on the basics of Islam. This includes learning about Tawheed (monotheism) and Shirk (polytheism), the five daily prayers and wudu, and answering any questions they may have. Last year, we onboarded 88 volunteers as new-Muslim mentors.





## ONLINE DAWAH

During the Covid-19 pandemic, iERA launched the One-Reason chat service for online dawah. This year, we created two new Dawah Teams, a chat team in Malawi and another chat team who could communicate in Mandarin (Chinese). This enabled us to add Mandarin as an additional language to the One Reason Chat Service and allows us to give dawah to the 1.1 Billion people who speak it globally.

We reached out to over 43 million people on Facebook through the One Reason Facebook Chat pages with the help of Facebook advertisements which is 19 million more in reach than the previous year.

Duat on the One Reason Chat engaged with over 225,000 people to share the message of Islam in almost 33,000 Dawah hours. The Duat across the project (from the 12 teams) had over 52,000 quality chats. Through the dedication and hard work of the teams and the blessings of Allah, almost 3,000 people became Muslim online through the One Reason Chat Service.



**100,000**

Online Dawah  
Engagements



**1000**

Online Sahada



**10**

Chat Teams



**100+**

Chat Agents

**6**

Content  
Language  
Available



**35 Countries**

Message of  
Islam spread

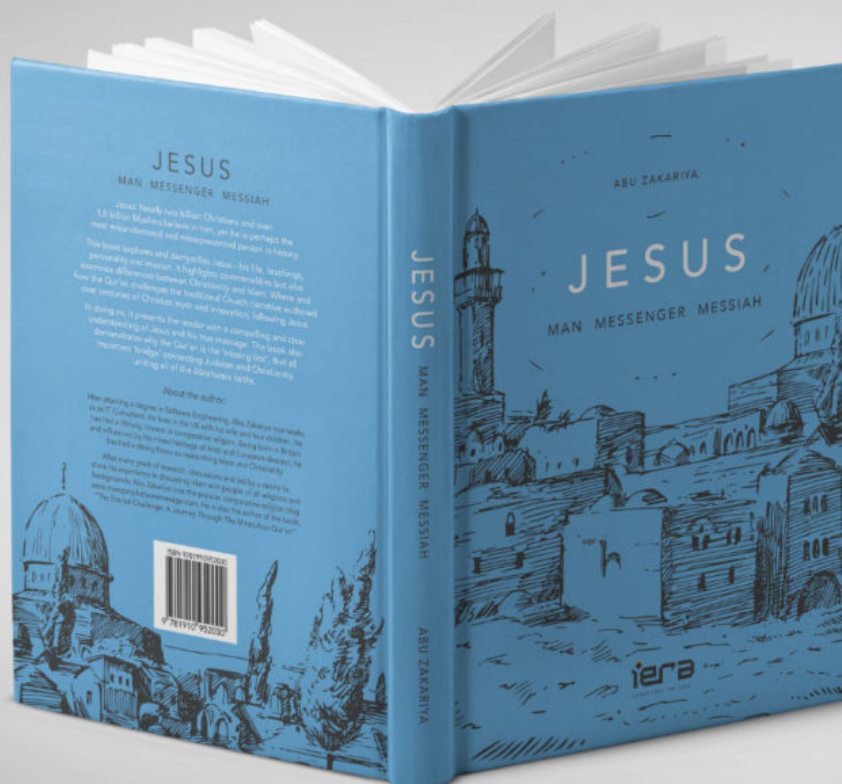


# DAWAH MATERIALS, BOOKS AND DISTRIBUTION

We distributed almost 430,000 of our da'wah materials across the world. Our most popular books were

- Clear Qur'an
- Making Sense of God
- Love of God
- Jesus Booklets

Sheikh Abdurraheem Green reviews all of our materials, which are provided free of charge as it is paid for by our donors. The customers only pay for postage and packaging.







# MEDIA AND MARKETING

During this financial year, our YouTube channel has grown to 250,000 subscribers, who have watched over 460,000 hours of our content. Our audiences helped us raise just under £335,000 during 29 live appeals throughout the financial year, which translated to the following

## **Materials**

- 42,705 Qur'ans (English/United Kingdom)
- 25,219 Qur'ans (Spanish/Latin America)
- 64,525 Jesus Booklets (Spanish/Latin America)

## **New Muslim Support**

- 7,254 people in East Africa were supported with a month-long follow-up, teaching, and support programme.
- 1,626 people in the Philippines were supported with a two-week-long follow-up, teaching, and support programme.

## **Village Da'wah**

- 1,380 (approx.) non-Muslims in Tanzania were given da'wah in around 14 villages.

## **New-Muslim Imam Training Programme**

- 63 new Muslims went through a vigorous four-to-six-month imam training programme, upon completion of which they returned to their areas to lead and continue the growth of their communities.

## **Vehicles for Outreach Specialists in Remote Areas**

- 20 motorbikes were purchased for our OS who train new Muslims and our coordinators who check on their progress.

## **Courses Developed**

In our last financial year, we launched our second free online learning platform which is aimed at reverts to Islam — 'newmuslim.iera.org'. This platform teaches individuals the Five Pillars of Islam and the Six Pillars of Belief. Currently, we have over 2,000 students enrolled on the new-Muslim site.

Nearly 40,000 individuals have signed up for training at training.iera.org, which was launched in the previous financial year to teach Muslims how to share the message of Islam with non-Muslims. We released our third course on the site, which specifically focuses on giving dawah to Christians who are interested in Islam.

# CHALLENGES TO THE DA'WAH

The COVID-19 pandemic brought many challenges, such as travel restrictions, changing COVID guidelines, and reduced funding. Therefore, we had to adapt and continue moving forward. Last year, we had to reduce our in-person activities so the 'A Viral Awakening' campaign was launched to take the da'wah online. This year, we continued this project and increased the number of online chat teams to 12 whilst street level and face to face engagements slowly picked up.

iERA's materials distribution unit continued on the same trajectory as last year and experienced a significant reduction in the number of literature orders. Therefore, we reviewed our distribution model and made a number of changes including localised printing and a smaller UK holding warehouse. This will hopefully aid us to avoid potential bottlenecks or delays from the centralised UK distribution site, save costs with reduced storage facility costs, cheaper local print runs and lower postage and packaging costs.







In the UK, HQ staff returned to the offices as soon as it was safe to do so. However, due to the fundraising challenges, the senior management has had to review very difficult but necessary cost-cutting measures. We also made efforts to minimise regular overheads where possible by reducing subscriptions and additional miscellaneous costs.

Another challenge posed to IERA was the aftermath of Brexit. This led to materials being shipped to the EU now costing significantly more. Therefore, we have received fewer literature orders from the EU and our Outreach Specialists have had to resort to localised printing. Travel movements between the UK (HQ) and the EU have seen a decrease due to challenges faced by travellers such as additional security checks and longer queues etc.

Fundraising as a whole was impacted by a number of factors such as changing social media advertising guidelines, Brexit, the pandemic and the general uncertainty for society. It has become important to learn from these developments and develop strategies to thrive during a time when the charity sector has been struggling and fundraising projections are expected to be uncertain. However, this was offset due to the surplus of funds building up due to a reduction in the number of face-to-face dawah activities last year and the new and improved fundraising strategy.

Going forward we anticipate there may be challenges to fundraising due to the looming recession, raised costs of living and general uncertainty. Therefore, we will continue to monitor the situation, and continue to work on up-to-date fundraising strategies to increase iERA's brand awareness and generate new donation pathways.

Overall whilst it's been a challenging year for many of our teams, we've learnt valuable lessons and grown to adapt to circumstances beyond our control. There have been many beneficial outcomes and the drive, passion and positivity of the team have continued to carry us forward. Alhamdulillah.

# FINANCIAL REVIEW

## Going Concern

After making appropriate enquiries, the trustees have a reasonable expectation that the Charity has adequate resources to continue its operational existence for the foreseeable future. For this reason, they continue to adopt the going concern basis in preparing financial statements. Further details regarding the adoption of the going concern basis can be found in the accounting policies

## Reserves Policy

The trustees have set a reserves policy of £600,000

## Financial Deliverables

We opened the financial year on 1st July 2021 with 2,429,362 and closed the year with £2,490,027. This is a 2.5% increase versus the previous year. Total donations this financial year: £3,867,045. 30% were one-off donations and 58% were recurring donations, at £1,150,979 and £2,227,138 respectively with the remaining donations coming from events and activities. Funds were accumulated in IERA's bank account due to our charitable activities being limited by Covid-19 restrictions on overseas travel and local lockdowns. Further funds accumulated due to a couple of posts not being filled.

## Principal Funding Source

The overwhelming majority of funds are raised through individual public donations. This is done through a range of activities, including community events, direct mail, emails, and social media. The trustees are satisfied that the fundraising objectives have been met, as highlighted in the achievements and performance section above..

# STRUCTURE, GOVERNANCE AND MANAGEMENT

## Constitution

The Charity is registered as a charitable company limited by guarantee and was set up by a Memorandum of Association on 23/06/2009



## **Trustees are appointed in the following way:**

- A discussion is held during one of the board meetings. If by majority vote another trustee is required;
- A list of persons will be drafted;
- The list of potential trustees will be discussed by the board; and
- If by majority vote a new trustee is selected, the person in question will be informed and offered the role in writing

## **Method of Appointment or Election of Trustees**

The management of the Charity is the responsibility of the Trustees, who are elected and co-opted under the terms of the Articles of Association.

## **Acceptance of trusteeship is only valid if:**

- They pass an internal risk assessment;
- A copy of their passport and proof of address is provided; and
- They sign and return iERA's:
  - a. Conflict of Interest declaration form.
  - b. (Anti) Extremism policy guidance form.
  - c. Criminal declaration form.
  - d. Data protection statement.
  - e. Any other form or guidance deemed appropriate and mentioned in iERA's Articles of Association
- Companies House and the Charity Commission will be informed, and the relevant processes followed, once the above has been completed. To maintain effective control, management and monitoring iERA will have an upper limit of six trustees.

## **iERA's trustees are selected based on the following basis:**

- Aligned vision and objectives;
- Expertise in, or relevant experience and knowledge of, the charitable sector or a specific field that is essential to achieve the Charity's objects.

## **Organisation Structure**

The Trustees have delegated the day-to-day management of the Charity to staff. There is a senior management team in place which consists of representatives from each key department and collectively they implement the strategy directed by the Board of Trustees





# RISK MANAGEMENT

The Trustees have assessed the major risks to which the Charity is exposed, in particular those related to the operations and finances of the Charity and are satisfied that systems and procedures are in place to mitigate our exposure to major risks on an ongoing basis. Our board of trustees is committed to effectively managing risk and understanding their statutory duties. We have complied with the Charity Commission's guidance on risk management.

We identify and assess risks by following a well-defined process, which includes:

- Identification Assessment
- Mitigation
- Post-Mitigation
- Assessment Review

The areas of risk that we focus on include the Charity Commission's recommendations:

- Governance risks
- Operational risks
- External risks
- Compliance with law and regulation

The process of identifying risks involves understanding that risks are any event that can potentially harm the Charity and its objectives. The methodology we have adopted to identify risk is brainstorming, asking the right questions, consulting stakeholders, inter-charity information sharing, and creating a risk culture within the organisation by training and educating staff at our headquarters and worldwide on risk management. All staff, subcontractors and key volunteers are responsible for encouraging good risk management practice within their domains. This process is formalised through the Risk Management Group (RMG). We have a risk management policy and procedure, signed off by the board of trustees.

Part of the process is the regular use of our risk management register. All major risks are recorded and assessed in the register and discussed by the RMG, with high-level risks signed off and approved by the board of trustees.

From time to time, the use of external consultants will be necessary concerning a potential risk to iERA. All risks have associated mitigation actions that aim to lower the likelihood of occurrence and/or lower the impact if the risk were to materialise. Our personnel, the board of trustees and members of the RMG all have specific responsibilities in ensuring effective risk management.



¿QUIERES  
SABER MÁS?

El Ayuntamiento de Madrid ha elaborado una guía para que conozcas mejor el patrimonio cultural de la ciudad. En ella encontrarás información sobre los monumentos, museos, parques y jardines, así como sobre las actividades culturales que se realizan en la ciudad.

El Ayuntamiento de Madrid ha elaborado una guía para que conozcas mejor el patrimonio cultural de la ciudad. En ella encontrarás información sobre los monumentos, museos, parques y jardines, así como sobre las actividades culturales que se realizan en la ciudad.

100 años

100 años



# FUNDRAISING

The Trustees have read the guidance by the Charities Commission on the use of fundraisers and comply with it.

# AUDITORS

## Disclosure of Information to Auditors

Each of the persons who are trustees at the time when this Trustees' Report is approved has confirmed that:

- As far as that trustee is aware, there is no relevant audit information of which the charitable company's auditors are unaware.
- That trustee has taken all the steps that ought to have been taken as a trustee to be aware of any relevant audit information and to establish that the charitable company's auditors are aware of that information.

## Auditors

- The auditor, Amex Associates Limited, has indicated its willingness to continue in office.
- The designated trustees will propose a motion re-appointing the auditors at a meeting of the trustees.
- This report was approved by the Trustees on 26 April 2022 and signed on their behalf by Anthony W G GREEN, Trustee.

---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**TRUSTEES' REPORT (CONTINUED)**  
**FOR THE YEAR ENDED 30 JUNE 2022**

---

**Statement of Trustees' responsibilities**

The Trustees (who are also the directors of the Charity for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Charity and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgements and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Charity's transactions and disclose with reasonable accuracy at any time the financial position of the Charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**Disclosure of information to auditors**

Each of the persons who are Trustees at the time when this Trustees' Report is approved has confirmed that:

- so far as that Trustee is aware, there is no relevant audit information of which the charity's auditors are unaware, and
- that Trustee has taken all the steps that ought to have been taken as a Trustee in order to be aware of any relevant audit information and to establish that the charity's auditors are aware of that information.

**Auditors**

The auditors, Amex Associates Limited, have indicated their willingness to continue in office. The designated Trustees will propose a motion reappointing the auditors at a meeting of the Trustees.

Approved by order of the members of the board of Trustees on ..... and signed on their behalf by:



26 April 2023

.....  
Anthony W G GREEN



---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ISLAMIC EDUCATION & RESEARCH  
ACADEMY (IERA)**

---

## **Opinion**

We have audited the financial statements of Islamic Education & Research Academy (IERA) (the 'charitable company') for the year ended 30 June 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Statement of Cash Flows and the related notes, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2022 and of its incoming resources and application of resources, including its income and expenditure for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Charities Act 2011.

## **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the United Kingdom, including the Financial Reporting Council's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

## **Conclusions relating to going concern**

In auditing the financial statements, we have concluded that the Trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the Trustees with respect to going concern are described in the relevant sections of this report.

---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ISLAMIC EDUCATION & RESEARCH  
ACADEMY (IERA) (CONTINUED)**

---

**Other information**

The other information comprises the information included in the Annual Report other than the financial statements and our Auditors' Report thereon. The Trustees are responsible for the other information contained within the Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

**Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Charities (Accounts and Reports) Regulations 2008 requires us to report to you if, in our opinion:

- the information given in the Trustees' Report is inconsistent in any material respect with the financial statements; or
- sufficient accounting records have not been kept; or
- the financial statements are not in agreement with the accounting records and returns; or
- we have not received all the information and explanations we require for our audit.

**Responsibilities of trustees**

As explained more fully in the Trustees' Responsibilities Statement, the Trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.



---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ISLAMIC EDUCATION & RESEARCH  
ACADEMY (IERA) (CONTINUED)**

---

**Auditors' responsibilities for the audit of the financial statements**

We have been appointed as auditor under section 144 of the Charities Act 2011 and report in accordance with the Act and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an Auditors' Report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

[Explanation as to what extent the audit was considered capable of detecting irregularities, including fraud.]

As part of an audit in accordance with ISAs (UK), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion of the effectiveness of the charitable company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Trustees.
- Conclude on the appropriateness of the Trustees' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the charitable company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our Auditors' Report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our Auditors' Report. However, future events or conditions may cause the charitable company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**INDEPENDENT AUDITORS' REPORT TO THE MEMBERS OF ISLAMIC EDUCATION & RESEARCH  
ACADEMY (IERA) (CONTINUED)**

---

**Use of our report**

This report is made solely to the charitable company's trustees, as a body, in accordance with Part 4 of the Charities (Accounts and Reports) Regulations 2008. Our audit work has been undertaken so that we might state to the charitable company's trustees those matters we are required to state to them in an Auditors' Report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members, as a body, for our audit work, for this report, or for the opinions we have formed.



.....  
B Alvi (Senior Statutory Auditor)

*for and on behalf of*  
**Amex Associates Limited**

Chartered Certified Accountants  
Statutory Auditors

1st Floor  
144-146 East Barnet Road  
Barnet  
London  
EN4 8RD

Date: ...27/04/22.....

Amex Associates Limited are eligible to act as auditors in terms of section 1212 of the Companies Act 2006.



**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING INCOME AND EXPENDITURE ACCOUNT)  
FOR THE YEAR ENDED 30 JUNE 2022**

	Note	Unrestricted funds 2022 £	Total funds 2022 £	Total funds 2021 £
<b>Income from:</b>				
Donations and legacies	2	3,867,045	3,867,045	4,018,718
Charitable activities		(160)	(160)	7,551
<b>Total income</b>		<b>3,866,885</b>	<b>3,866,885</b>	<b>4,026,269</b>
<b>Expenditure on:</b>				
Raising funds	3	418,586	418,586	373,759
Charitable activities	4	3,151,568	3,151,568	2,551,572
Governance costs	6	236,066	236,066	216,038
<b>Total expenditure</b>		<b>3,806,220</b>	<b>3,806,220</b>	<b>3,141,369</b>
<b>Net movement in funds</b>		<b>60,665</b>	<b>60,665</b>	<b>884,900</b>
<b>Reconciliation of funds:</b>				
Total funds brought forward		2,429,362	2,429,362	1,544,462
Net movement in funds		60,665	60,665	884,900
<b>Total funds carried forward</b>		<b>2,490,027</b>	<b>2,490,027</b>	<b>2,429,362</b>

The Statement of Financial Activities includes all gains and losses recognised in the year.

The notes on pages 27 to 41 form part of these financial statements.

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**  
**REGISTERED NUMBER: 06941044**

**BALANCE SHEET**  
**AS AT 30 JUNE 2022**

	Note	2022 £	2021 £
<b>Fixed assets</b>			
Intangible assets	9	27,729	32,349
Tangible assets	10	106,833	135,363
		<u>134,562</u>	<u>167,712</u>
<b>Current assets</b>			
Debtors	11	238,260	21,921
Cash at bank and in hand		2,055,470	2,275,316
		<u>2,293,730</u>	<u>2,297,237</u>
Creditors: amounts falling due within one year	12	61,735	(35,587)
<b>Net current assets</b>		<u>2,355,465</u>	<u>2,261,650</u>
<b>Total assets less current liabilities</b>		<u>2,490,027</u>	<u>2,429,362</u>
<b>Net assets excluding pension asset</b>		<u>2,490,027</u>	<u>2,429,362</u>
<b>Total net assets</b>		<u><u>2,490,027</u></u>	<u><u>2,429,362</u></u>
<b>Charity funds</b>			
Unrestricted funds	16	2,490,027	2,429,362
<b>Total funds</b>		<u><u>2,490,027</u></u>	<u><u>2,429,362</u></u>

The entity was entitled to exemption from audit under section 477 of the Companies Act 2006.

The members have not required the entity to obtain an audit for the year in question in accordance with section 476 of the Companies Act 2006.

However, an audit is required in accordance with section 144 of the Charities Act 2011.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees on .....  
and signed on their behalf by:



---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**  
**REGISTERED NUMBER: 06941044**

---

**BALANCE SHEET (CONTINUED)**  
**AS AT 30 JUNE 2022**

---



26 April 2023

.....  
Anthony W G GREEN  
(Trustee)

The notes on pages 27 to 41 form part of these financial statements.

---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2022**

---

**1. Accounting policies**

**1.1 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Islamic Education & Research Academy (IERA) meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

The charity has taken advantage of the following disclosure exemptions in preparing these financial statements, as permitted by FRS 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland':

- the requirements of Section 7 Statement of Cash Flows;
- the requirement of Section 3 Financial Statement Presentation paragraph 3.17(d);
- the requirements of Section 11 Financial Instruments paragraphs 11.41(b), 11.41(c), 11.41(e), 11.41(f), 11.42, 11.44, 11.45, 11.47, 11.48(a)(iii), 11.48(a)(iv), 11.48(b) and 11.48(c);
- the requirements of Section 12 Other Financial Instruments paragraphs 12.26, 12.27, 12.29(a), 12.29(b) and 12.29A

**1.2 Income**

All income is recognised once the Charity has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

Grants are included in the Statement of Financial Activities on a receivable basis. The balance of income received for specific purposes but not expended during the period is shown in the relevant funds on the Balance Sheet. Where income is received in advance of entitlement of receipt, its recognition is deferred and included in creditors as deferred income. Where entitlement occurs before income is received, the income is accrued.

Income tax recoverable in relation to donations received under Gift Aid or deeds of covenant is recognised at the time of the donation.

Income tax recoverable in relation to investment income is recognised at the time the investment income is receivable.

**1.3 Expenditure**

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs, including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.



---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2022**

---

**1. Accounting policies (continued)**

**1.3 Expenditure (continued)**

Expenditure on raising funds includes all expenditure incurred by the Charity to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Charity's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

**1.4 Intangible assets and amortisation**

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Amortisation is provided on intangible assets at rates calculated to write off the cost of each asset on a straight-line basis over its expected useful life.

The estimated useful lives are as follows:

Computer software	- 10 years
-------------------	------------

**1.5 Tangible fixed assets and depreciation**

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:

Motor vehicles	- 20% on cost
Fixtures and fittings	- 20% on cost
Office equipment	- 20% on cost

**1.6 Debtors**

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

**1.7 Cash at bank and in hand**

Cash at bank and in hand includes cash and short-term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

---

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

---

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2022**

---

**1. Accounting policies (continued)**

**1.8 Liabilities and provisions**

Liabilities are recognised when there is an obligation at the Balance Sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably.

Liabilities are recognised at the amount that the Charity anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of Financial Activities as a finance cost.

**1.9 Financial instruments**

The Charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

**1.10 Fund accounting**

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Charity and which have not been designated for other purposes.



**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**2. Income from donations and legacies**

	<b>Unrestricted funds 2022 £</b>	<b>Total funds 2022 £</b>
Donations	3,867,045	<b>3,867,045</b>
	<i>Unrestricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Donations	3,973,974	3,973,974
Government grants	44,744	44,744
<i>Total 2021</i>	<u>4,018,718</u>	<u>4,018,718</u>

There were no government grants receivable during the year (2021 - £44,744).

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**3. Expenditure on raising funds**

**Costs of raising voluntary income**

	<b>Unrestricted funds 2022 £</b>	<b>Total funds 2022 £</b>
Marketing, design and advertising costs	131,065	<b>131,065</b>
Events and fundraising costs	221,317	<b>221,317</b>
Speakers fee	1,000	<b>1,000</b>
<b>Total 2022</b>	<b>353,382</b>	<b>353,382</b>

	<i>Unrestricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Marketing, design and advertising costs	121,748	121,748
Events and fundraising costs	237,328	237,328
Speakers fee	14,683	14,683
<i>Total 2021</i>	<i>373,759</i>	<i>373,759</i>

**Other trading expenses**

	<b>Unrestricted funds 2022 £</b>	<b>Total funds 2022 £</b>	<i>Total funds 2021 £</i>
Charity trading expenses	65,204	<b>65,204</b>	-

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**4. Analysis of expenditure on charitable activities**

**Summary by fund type**

	<b>Unrestricted funds 2022 £</b>	<b>Total 2022 £</b>
Outreach Materials & Distribution costs	220,959	<b>220,959</b>
Education & Training costs	1,811,915	<b>1,811,915</b>
New Muslims Support costs	280,036	<b>280,036</b>
Community Development Work costs	63,453	<b>63,453</b>
Other support costs	775,205	<b>775,205</b>
<b>Total 2022</b>	<u>3,151,568</u>	<u><b>3,151,568</b></u>

	<i>Unrestricted funds 2021 £</i>	<i>Total 2021 £</i>
Outreach Materials & Distribution costs	205,550	205,550
Education & Training costs	1,430,459	1,430,459
New Muslims Support costs	182,516	182,516
Community Development Work costs	77,203	77,203
Other support costs	655,844	655,844
<i>Total 2021</i>	<u>2,551,572</u>	<u>2,551,572</u>

Attributable to activities undertaken directly and support costs (see note 5).



**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**5. Analysis of expenditure by activities**

	<b>Activities undertaken directly 2022 £</b>	<b>Support costs 2022 £</b>	<b>Total funds 2022 £</b>
Outreach Materials & Distribution costs	187,453	33,506	<b>220,959</b>
Education & Training costs	1,400,563	411,352	<b>1,811,915</b>
New Muslims Support costs	249,900	30,136	<b>280,036</b>
Community Development Work costs	63,453	-	<b>63,453</b>
Other support costs	-	775,205	<b>775,205</b>
<b>Total 2022</b>	<b>1,901,369</b>	<b>1,250,199</b>	<b>3,151,568</b>

	<i>Activities undertaken directly 2021 £</i>	<i>Support costs 2021 £</i>	<i>Total funds 2021 £</i>
Outreach Materials & Distribution costs	139,194	66,356	205,550
Education & Training costs	1,222,609	207,850	1,430,459
New Muslims Support costs	39,592	142,924	182,516
Community Development Work costs	77,203	-	77,203
Other support costs	-	655,844	655,844
<i>Total 2021</i>	<b>1,478,598</b>	<b>1,072,974</b>	<b>2,551,572</b>

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**5. Analysis of expenditure by activities (continued)**

**Analysis of support costs**

	<b>Outreach Materials &amp; Distribution 2022 £</b>	<b>Education &amp; Training 2022 £</b>	<b>New Muslims Support 2022 £</b>	<b>Other Support Costs 2022 £</b>	<b>Total funds 2022 £</b>
Staff costs	27,528	85,163	-	410,408	<b>523,099</b>
IT and media costs	174	7,956	77	137,044	<b>145,251</b>
Travel, subsistence and motor costs	1,399	260,000	26,511	33,264	<b>321,174</b>
Other professional and financial costs	3,885	27,871	671	190,928	<b>223,355</b>
Printing, postage and stationery	56	17,186	639	1,280	<b>19,161</b>
Telephone	464	8,351	-	2,169	<b>10,984</b>
Hire of vehicles and equipment	-	4,825	2,238	112	<b>7,175</b>
<b>Total 2022</b>	<b>33,506</b>	<b>411,352</b>	<b>30,136</b>	<b>775,205</b>	<b>1,250,199</b>
	<b>Outreach Materials &amp; Distribution 2021 £</b>	<b>Education &amp; Training 2021 £</b>	<b>New Muslims Support 2021 £</b>	<b>Other Support Costs 2021 £</b>	<b>Total funds 2021 £</b>
Staff costs	40,986	14,177	141,500	294,029	490,692
IT and media costs	-	7,275	-	134,871	142,146
Travel, subsistence and motor costs	-	133,333	1,424	-	134,757
Other professional and financial costs	-	48,065	-	212,364	260,429
Printing, postage and stationery	25,370	5,000	-	7,077	37,447
Telephone	-	-	-	7,407	7,407
Hire of vehicles and equipment	-	-	-	96	96
<b>Total 2021</b>	<b>66,356</b>	<b>207,850</b>	<b>142,924</b>	<b>655,844</b>	<b>1,072,974</b>

Other support costs include all expenditure that is neither related to raising funds for the charity nor part of its expenditure that is directly attributable between charitable activities.

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2022**

**6. Governance costs**

	<b>Unrestricted funds 2022 £</b>	<b>Total funds 2022 £</b>
Accountancy fee	10,297	<b>10,297</b>
Auditor's remuneration	6,000	<b>6,000</b>
Auditor's fee - non-audit services	3,600	<b>3,600</b>
Rent and rates	131,284	<b>131,284</b>
Repairs and renewals	21,974	<b>21,974</b>
Sundry expenses	17,592	<b>17,592</b>
Trustees expenses reimbursed	1,151	<b>1,151</b>
Depreciation and amortisation	44,168	<b>44,168</b>
<b>Total 2022</b>	<b>236,066</b>	<b>236,066</b>
	<i>Unrestricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Accountancy fee	7,970	7,970
Auditor's remuneration	6,000	6,000
Auditor's fee - non-audit services	2,400	2,400
Rent and rates	127,852	127,852
Repairs and renewals	21,972	21,972
Sundry expenses	7,203	7,203
Trustees expenses reimbursed	527	527
Depreciation and amortisation	42,114	42,114
<i>Total 2021</i>	<b>216,038</b>	<b>216,038</b>



**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**7. Staff costs**

	<b>2022</b> £	<i>2021</i> £
Wages and salaries	<b>475,273</b>	446,006
National insurance	<b>42,544</b>	39,457
Pension contributions	<b>5,282</b>	5,229
	<b>523,099</b>	490,692

The average number of persons employed by the Charity during the year was as follows:

	<b>2022</b> No.	<i>2021</i> No.
Management	<b>4</b>	2
Staff	<b>11</b>	13
	<b>15</b>	15

Volunteers are essential part of the work of the organisation. Volunteers decrease the burden upon paid staff. They give up their free time, to reduce the costs for IERA and carry out project management, administrative and operational activities. The number of volunteer hours used by IERA amounted to 33,517 hours during the year ended 30 June 2022.

No employee received remuneration amounting to more than £60,000 in either year.

**8. Trustees' remuneration and expenses**

During the year, no Trustees received any remuneration or other benefits (*2021 - £NIL*).

During the year ended 30 June 2022, expenses totalling £1,151 were reimbursed or paid directly to the Trustee (*2021 - £527*).

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**9. Intangible assets**

	Computer software £
<b>Cost</b>	
At 1 July 2021	46,212
At 30 June 2022	<u>46,212</u>
<b>Amortisation</b>	
At 1 July 2021	13,863
Charge for the year	4,620
At 30 June 2022	<u>18,483</u>
<b>Net book value</b>	
At 30 June 2022	<u><u>27,729</u></u>
At 30 June 2021	<u><u>32,349</u></u>

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**10. Tangible fixed assets**

	Motor vehicles £	Fixtures and fittings £	Office equipment £	Total £
<b>Cost or valuation</b>				
At 1 July 2021	100,924	7,688	100,830	209,442
Additions	6,198	4,821	-	11,019
At 30 June 2022	107,122	12,509	100,830	220,461
<b>Depreciation</b>				
At 1 July 2021	20,185	5,181	48,713	74,079
Charge for the year	21,424	2,260	15,865	39,549
At 30 June 2022	41,609	7,441	64,578	113,628
<b>Net book value</b>				
At 30 June 2022	65,513	5,068	36,252	106,833
At 30 June 2021	80,739	2,507	52,117	135,363

**11. Debtors**

	2022 £	2021 £
<b>Due within one year</b>		
Prepayments and accrued income	238,260	21,921
	238,260	21,921



**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
**(A Company Limited by Guarantee)**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2022**

**12. Creditors: Amounts falling due within one year**

	<b>2022</b>	<b>2021</b>
	<b>£</b>	<b>£</b>
Trade creditors	<b>(85,654)</b>	<b>(12,609)</b>
Other taxation and social security	<b>12,778</b>	<b>10,340</b>
Pension payable	<b>1,541</b>	<b>1,381</b>
Other creditors	<b>-</b>	<b>28,075</b>
Accruals and deferred income	<b>9,600</b>	<b>8,400</b>
	<b>(61,735)</b>	<b>35,587</b>

**13. Members' liability**

Each member of the charitable company undertakes to contribute to the assets of the company in the event of it being wound up while he/she is a member, or within one year after he/she ceases to be a member, such amount as may be required, not exceeding £10 for the debts and liabilities contracted before he/she ceases to be a member.

**14. Related party transactions**

During the year ended 30 June 2022, the charity paid fundraising and consultancy fees of £66,500 (2021 - £73,959) to Green's Secret Limited, a company related by virtue of common control by one of the trustees. There was no outstanding balance as at 30 June 2022 (2021 - £NIL). This is in accordance with Article 5.3 of the Charities Governing Document which permits payments for services to be made to a trustee/director, where they can be justified and are not available elsewhere. The Board determined that there was no one else available, better suited to provide services and they represented value for money. The trustee's services have provided extraordinary value to the charity, not available through any other means.

Out of pocket travel expenses reimbursed to one of the trustees amounted to £1,151 (2021 - £527).

No other transactions with related parties were undertaken such as are required to be disclosed under Financial Reporting Standard (FRS102).

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**15. Analysis of net assets between funds**

**Analysis of net assets between funds - current year**

	<b>Unrestricted funds 2022 £</b>	<b>Total funds 2022 £</b>
Tangible fixed assets	106,833	<b>106,833</b>
Intangible fixed assets	27,729	<b>27,729</b>
Current assets	2,293,730	<b>2,293,730</b>
Creditors due within one year	61,735	<b>61,735</b>
<b>Total</b>	<u>2,490,027</u>	<u><b>2,490,027</b></u>

**Analysis of net assets between funds - prior year**

	<i>Unrestricted funds 2021 £</i>	<i>Total funds 2021 £</i>
Tangible fixed assets	135,363	135,363
Intangible fixed assets	32,349	32,349
Current assets	2,297,237	2,297,237
Creditors due within one year	(35,587)	(35,587)
<b>Total</b>	<u>2,429,362</u>	<u>2,429,362</u>

**ISLAMIC EDUCATION & RESEARCH ACADEMY (IERA)**  
(A Company Limited by Guarantee)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 30 JUNE 2022**

**16. Statement of funds**

**Statement of funds - current year**

	Balance at 1 July 2021 £	Income £	Expenditure £	Balance at 30 June 2022 £
<b>Unrestricted funds</b>				
General Funds - all funds	<u>2,429,362</u>	<u>3,866,885</u>	<u>(3,806,220)</u>	<u>2,490,027</u>

**Statement of funds - prior year**

	<i>Balance at 1 July 2020 £</i>	<i>Income £</i>	<i>Expenditure £</i>	<i>Balance at 30 June 2021 £</i>
<b>Unrestricted funds</b>				
General Funds - all funds	<u>1,544,462</u>	<u>4,026,269</u>	<u>(3,141,369)</u>	<u>2,429,362</u>



