

July 2025

IERA AUSTRALIA

IMPACT REPORT



As *iERA* celebrates 16 years of inviting to Allah, July 2025 brought a flurry of heart-stirring conversations, strategic collaborations, and souls returning to their Lord across the Asia-Oceania region

National Da'wah Highlights | July 2025

From City Streets To Quiet Parks - The Da'wah Continues...



Da'wah Tables were established across Australia in July. From major urban centres like Brisbane, Sydney and Perth - our dedicated volunteers have been out, week after week, with literature, smiles, and sincere hearts. These public *da'wah* tables serve as open invitations — a space for conversations, questions, and divine reminders.



Each Qur'an distributed is a potential lifeline. These copies are being read on trains, park benches, and even inside parked cars by people seeking answers. This is the Qur'an doing what it was sent for — guiding hearts to the truth.



Conversations held included brief chats, others stretched across 45 minutes or more. Whether with curious atheists, agnostic teens, confused ex-Christians, or firm believers seeking clarity — these dialogues build understanding, correct misconceptions, & plant seeds of guidance (*hidāyah*).



Allah is the Greatest! Twenty five souls publicly declared the 'testimony of faith' this month. Each one is a miracle. Some were young teens, others elderly truth-seekers who had been holding the truth quietly in their hearts for years. May Allah keep them firm and make them a source of light for others, āmeen.



Special Highlights | July 2025

Growth Across Australia

iERA AU teams delivered street da'wah in Sydney, Perth, Brisbane, and beyond – with over 40 da'wah tables set up in busy urban centers and suburban hubs. Volunteers worked tirelessly, providing Qur'ans, answering questions, and offering a consistent presence that invited hundreds into meaningful conversations.

25 New Muslims Welcomed

Alhamdulillah, 25 individuals embraced Islam across various da'wah locations. These shahādahs included people from diverse backgrounds – proof that hearts are still seeking and responding to the truth when it's delivered with sincerity.

Strategic Unity Across Continents

iERA's Asia-Oceania Annual Conference focused on the theme of Elevation, uniting da'wah leaders and volunteers from across the region. Sessions centered on intention, growth, and risk management, with senior figures like Sheikh Abdurraheem Green and Sister Naila providing crucial guidance.

Sisters Leading the Way

Sisters played a vital role in July – from leading graphic design and event logistics, to delivering New Muslim Success Course sessions, preparing gift packs, and supporting reverts through education and mentorship. Their efforts form the backbone of iERA's outreach operations in Australia.





Du'at Empowerment | July 2025

Mastering the Art of Goal Setting A Weekly Live Discussion for iERA Asia-Oceania



On 10 July 2025, iERA hosted a powerful Thursday Live session titled “Master the Art of Goal Setting”, attracting viewers from across Asia-Oceania, including Australia.

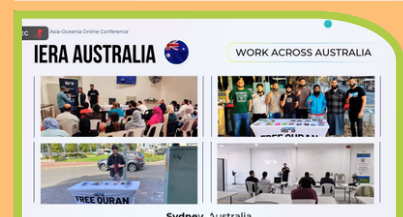
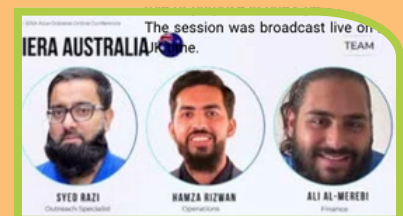
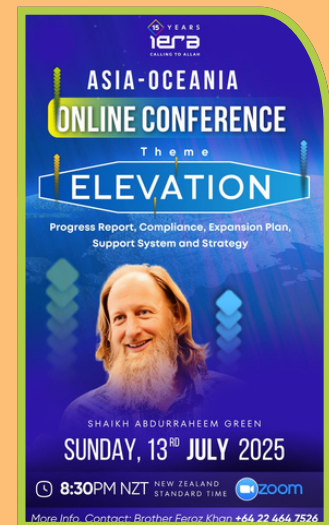
Moderated by Feiroz Khan (Head of Oceania), the panel featured Lufti Vera Cruz (Philippines), Mostafa Omar (Australia), and Sister Fazleen Nisha (New Zealand). Together, they shared insightful reflections on living intentionally as Muslims and how setting purposeful goals can shape personal growth and da'wah efforts. The session streamed live on Zoom at 9:30 AM UK time.

Annual Asia-Oceania Online Conference Theme: *Elevation*

The Annual Asia-Oceania Online Conference was held on Sunday, 13 July at 8:30 PM NZT, centered on the theme of ‘Elevation’. The keynote speaker, **iERA founder Sheikh Abdurraheem Green**, delivered a powerful message reminding attendees that purification of intention is the foundation of effective da'wah. He emphasized that Muslims should strive for excellence in every aspect of life – not just in quality, but in how they manage time, effort, and resources. True ihsān (excellence) means doing your best within your circumstances.

Sister Naila, iERA UK's Head of Due Diligence & Risk Management, shared important guidance on minimizing risks and ensuring long-term sustainability of da'wah work, particularly in changing global environments.

Brother **Syed Razi**, Outreach Specialist for Australia, presented a national update and introduced the core iERA AU team, followed by state-wise updates on progress and activities across the country.



Da'wah on the Ground (Sydney, Perth, Brisbane)





Sisters in Da'wah

Sisters at the Heart of Da'wah

Behind every shahādah is often a quiet, steady hand – and many of those hands belong to our sisters. Across iERA teams, women aren't just supporting da'wah – they're living it.

Inspired by the legacy of the Mothers of the Believers – from Khadijah's (RA) support, Asma's (RA) bravery during hijrah, to Aisha's (RA) knowledge – women have always been vital to Islam's mission.

Today's sisters follow in their footsteps with sincerity and consistency – both behind the scenes and in public roles.

iERA sisters volunteers in Australia, design our **banners, posters, and this newsletter**. They teach New Muslims in our 6-week **New Muslim Success Course** – often spending hours guiding reverts through prayer, wudū, and their first Ramadan. These efforts are recorded with Allah ﷻ.

"If Allah guides one person through you, it is better than red camels." (Sahih Bukhari)

To every sister who prepares a gift pack, shares an āyah, listens patiently, or walks with another woman on her journey back to Allah – your reward is with Him. And He never forgets.



Da'wah Wisdom Corner

How to Handle Difficult Da'wah Questions



One of the most common fears in da'wah is:

"What if they ask me something I can't answer?"

The truth is: difficult questions are not a problem. How you respond is what matters

Here are 5 Practical Tips every 'Caller to Islam' (*da'ee*) should remember:

1

Stay Calm, Not Defensive - Play Offense

People may ask about polygamy, slavery, *jihād* or controversial topics. Pause. Breathe. Smile. Defensiveness signals insecurity, not truth. Approach every question with the confidence that Islam has nothing to hide. Be confident in Islam and place the onus on the questioner to qualify their question first, before responding.

"The truth stands clear from falsehood..." (2:256)

2

Clarify Curiously

Sometimes the question isn't the real issue. Ask:

- "What do you mean by that?"
- "Can you explain what concerns you most?"

This helps uncover emotional or cultural misunderstandings, and the root issues to be address in your *da'wah*

3

Re-direct Questions into the GORAP & Answer What They Need, Not Everything

Leverage your opportunity to convey the message by using the *GORAP* method to logically and reasonably explain the core beliefs of Islam, whilst getting the participant to ponder and reflect on your points of discussion, before jumping into answering questions. Always bring the conversation back to:

- G: God's Existence
- O: Oneness of God
- R: Revelation
- A: And
- P: Prophethood

Avoid explaining all of Islam's practical laws and rituals. Focus on

the wisdom, justice, and mercy of Islam. For example:

- Don't say: "Let me explain all the rulings on slavery"
- Do say: "Islam came to restrict and eventually eliminate unjust practices through revelation, not revolution"

4

Admit What You Don't Know

There's no shame in saying:

"That's a great question. Can I find out and get back to you?". People respect honesty over guesswork. This also opens the door for another meeting to converse

5

Don't Debate. Invite.

We're not here to 'win arguments'. We're here to win hearts. Your manners, humility and sincerity are often more convincing than any intellectual reply.

"Had you been harsh and hard-hearted, they would have fled from you." (Qur'an 3:159)

The Work Isn't Done – It Was Never Meant to Be Finished



Da'wah doesn't stop at one table, one Qur'an, or one reversion. It's a lifetime mission - and a baton we pass forward. Some hearts are curious but cautious. Others are ready but afraid. And many have never truly heard Islam explained properly - not from a screen, but from a sincere, listening soul.

You may not be on the frontlines. But you can still be part of the story

- Sponsor Qur'ans in a language someone actually reads
- Fund a *da'wah* table in your city – or one you've never visited
- Help welcome a New Muslim with the tools they need to stay firm

The Prophet (ﷺ) said: "Convey from me, even if it is one verse." (Sahih Bukhari)

This month, 15 people took their *shahādah*. Let your *zakat* & *sadaqah* be the reason someone finds the truth.

To contribute or sponsor a da'wah table or support pack:

Email: s.razi@iera.org

Phone: 0435 143 448

The path is open. The reward is written. The time is now.

Will you be part of the next story?

Want this newsletter adapted into a masjid slide or visual infographic?

Contact us at the number above, to request a digital version or custom presentation pack



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