

# Australia Brothers SC

- Had IOU Fliers customized for local audience
- Shared Fliers in Masjids, Whatsapp and on social media
- Placed IOU Fliers in Masjids on Fridays

A flyer for the International Open University (IOU) with a blue and orange color scheme. It features a graduation cap, a laptop with a bookshelf on the screen, and a rolled-up diploma. The text promotes the university's global reach and online learning options.

**INTERNATIONAL OPEN UNIVERSITY**  
www.iou.edu.gm

**HUNGRY FOR KNOWLEDGE?**  
Seeking **authentic knowledge** couldn't get any easier.

**Semester registration OPEN all year round!**  
The International Open University's (IOU) total registered student body has reached over **450,000** from **200+** countries since **2007**, making it the **#1** university in the world with respect to the diversity of its student body.

**Benefits of studying with IOU**

- highest quality
- easily accessible
- affordable
- completely online
- flexible
- in English medium
- organized
- part-time study option

**Come and see what IOU has to offer!**

**Islamic Studies**

- Bachelor of Arts in Islamic Studies (BAIS)
- Postgraduate Certificate (BMAIS)
- Master of Arts in Islamic Studies (MAIS)
- Doctorate in Islamic Sciences (PhD IS)

**Information Technology**

- Bachelor of Science in I.T. (BSc IT)
- Associate Degree in I.T. (AIT)
- Certificate in I.T. (CIT)

**Business Administration**

- Bachelor of Business Admin (BBA)
- Associate Degree in Business Admin (ABA)
- Certificate in Business Admin (CBA)

**Economics**

- Bachelor of Islamic Economics, Banking & Finance (BSc IEBF)
- Associate Degree in Islamic Economics, Banking & Finance (AIBE)
- Certificate in Islamic Economics, Banking & Finance (CIBE)

**Arabic**

- Bachelors in Arabic Language (BA ALS)
- Postgraduate Certificate (BMARB)
- Master in Arabic (MA ARB) (Starting Soon)
- Intensive Arabic Program (IAP)

**Education**

- Bachelor of Education (BEEd)
- Associate Degree in Education (AEEd)
- Certificate in Education (CEEd)

**Psychology**

- Bachelor of Psychology (BSc PSY)
- Associate Degree in Psychology (APSY)
- Certificate in Psychology (CPSY)

**Qur'an**

- Memorization (One-on-One and Group)
- Tajweed (Beginner, Intensive) and Ijazah

**Other**

- General Diploma in Islamic Studies
- New Muslim Certificate
- Special Workshops

**ACCREDITATION**  
The International Open University (IOU) received a university license from the Ministry of Higher Education, Research, Science and Technology in The Gambia in May 2014 and is an accredited university by the National Accreditation and Quality Assurance Authority (NAQAA).

**Founder and Chancellor**  
**DR. BILAL PHILIPS:**

- BA in Islamic Studies, University of Madinah, KSA
- MA in Islamic Theology, King Saud University, KSA
- Ph.D. in Islamic Theology, University of Wales, UK
- Author of over 50 books on various Islamic topics
- Among the 500 most influential Muslims in "The Muslim 500" journal

**Affordable Fees | Learn Anytime | Study Anywhere**

Fee range is \$220 to \$460 per 6-month semester for bachelor, associate and certificate programs.  
\*See additional program fee details on our website. Fees are subject to change without notice.

**Australia:**  
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🌐 [www.iou.edu.gm/au](https://www.iou.edu.gm/au) • @mediaiou • @international\_open\_university



# Australia Sisters SC

- Created a whatsapp group for general inquiries about IOU
- Had IOU Fliers customized for local audience with the attached WhatsApp group link to facilitate interested people to connect with the SC
- Circulated promotional videos as much as possible on social media, within networks
- Distributed Fliers to the masjid and shared on social media



The flyer is for the International Open University (IOU) and features a blue and white color scheme. At the top left is the IOU logo and website address. The main headline is 'HUNGRY FOR KNOWLEDGE?' followed by the tagline 'Seeking authentic knowledge couldn't get any easier.' Below this, it states 'Semester registration OPEN all year round!' and provides statistics on student growth. To the right, an illustration shows a laptop with a bookshelf on its screen, a graduation cap, and a rolled-up diploma. A section titled 'Benefits of studying with IOU' lists advantages like high quality, affordability, and flexibility. The central part of the flyer lists various academic programs under categories like Islamic Studies, Information Technology, Business Administration, Economics, and Education. It also mentions accreditation by the National Accreditation and Quality Assurance Authority (NAQAA) and identifies the founder and chancellor, Dr. Bilal Philips. At the bottom, it provides contact information for Australia, including a WhatsApp group link and social media handles.

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for bachelor, associate and certificate programs.  
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**Australia:**

- <https://bit.ly/iouAustralia> (Whatsapp Group)
- [www.iou.edu.gm/au](http://www.iou.edu.gm/au)
- [australia@iou.edu.gm](mailto:australia@iou.edu.gm)
- [info@iou.edu.gm](mailto:info@iou.edu.gm)
- [facebook.com/iouaustralia](https://www.facebook.com/iouaustralia)
- [instagram.com/iouaustralia](https://www.instagram.com/iouaustralia)
- [youtube.com/channel/UC...](https://www.youtube.com/channel/UC...)



# Japan SC

- Pasted and distributed posters/Fliers at Masjids & Islamic Cultural Centers
- Translated IOU fliers to Japanese Language and displayed in key locations
- Shared IOU with Muslim community groups on whatsApp
- IOU Awareness on IOU Japan Facebook page



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# Singapore SC

- Promotes live' talks, promotional advertisements of registration offers on IOU Singapore Facebook page and local WhatsApp group chats.
- Kept the local Facebook page active and responded to enquiries.



# Philippines SC

- Planned for a webinar which could not take place due to unforeseen circumstances.
- Planned and prepared for the 5th Ilmu-Lympics, an initiative brought forward by the Events Manager.
- Displayed IOU Tarpaulin during an ongoing event by another organization
- Assisted new students with their enrollment
- Social Media Campaigns
- Distribution of Flyers

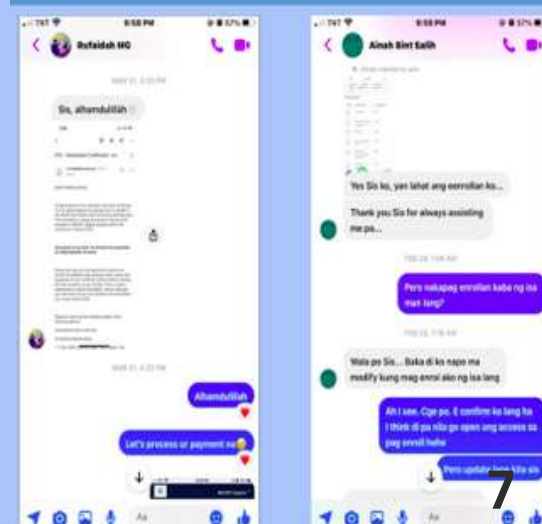


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During the event entitled "10<sup>th</sup> Connecting the Pearl" annual conference which was held on January 22, 2023 in Pasay City, Metro Manila.



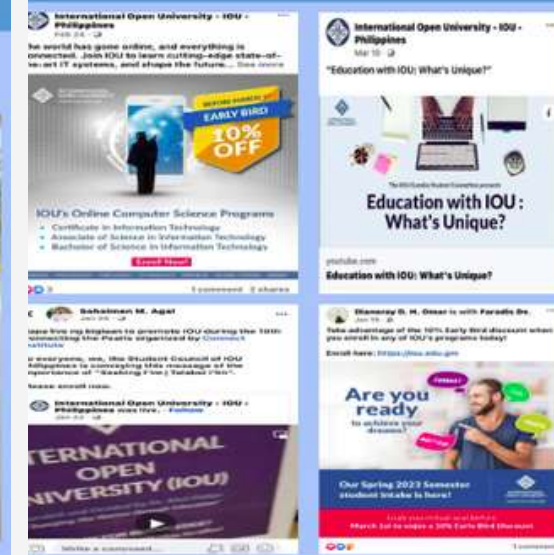
Messenger (Chats)



@ Le Pavillon, Metropolitan Park, Pasay City, Metro Manila.



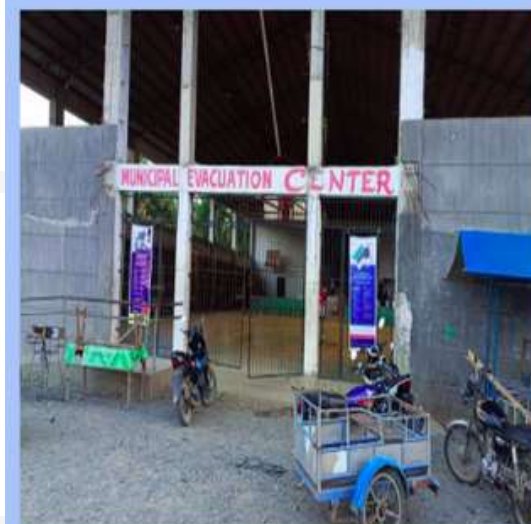
Facebook



@ Brgy. Pulot Shore Gymnasium, Sofronio Española, Palawan.



During the event entitled "Istiqbal Ramadhan" which was held in Sofronio Española, Palawan on March 12, 2023.



10<sup>th</sup> Connecting the Pearl Event



5<sup>th</sup> Ilmu-Lympics 2023





# Malaysia SC

- Social Media Awareness targeting different groups and friends and family.
- Placing/Posting of Promotional Pamphlets at Key Locations.
- Approached a local Ustaz to help with student recruitment efforts.
- Supported the local rep with promotional booth during an event.
- Revived the Brothers&Sisters Student group of Malaysia and sought their help to engage in promotion activities.



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Seeking authentic knowledge couldn't get any easier!  
Study Part-time or Full-time online!

**Registration for New Spring 2023 Semester Open Now!**

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**General Diploma in Islamic Studies**

**Arabic Language**

- Bachelor in Arabic Language (BAAL)
- Postgraduate Certificate Studies in ISAS
- Master of Arts in Arabic (MAAR)
- Intensive Arabic Program (IAP)

**Biomedicine**

- Bachelor of Science in Biomedicine, Banking & Finance (BSBBF)
- Associate Degree in Islamic Economics, Banking & Finance (ADEIBF)
- Certificate in Islamic Economics, Banking & Finance (CEIBF)

**Psychology**

- Bachelor of Psychology (BPs)
- Associate Degree in Psychology (ADPs)
- Certificate in Psychology (CPs)

**Quran**

- Quran Memorization
- Quran and Tafseer

**AFFORDABLE FEES • LEARN ANYTIME • STUDY ANYWHERE**

For details in Malaysia & Singapore, contact:  
Br. Umairun: +6012 8453089 or email my.ig@iou.edu.gm

**Registration for New Spring 2023 Semester Open Now!**

**INTENSIVE ARABIC PROGRAM**  
A 2-Year Online Course

Experience the beauty of zoman (faith) as you read the Qur'an without the need for translation.  
"Indeed, We have made it an Arabic Qur'an that you might understand." Surah al-Zukhruf (43:3)

**Why IOU?**

- Completely Online
- Structured with Flexible Learning
- Qualified Instructors
- Affordable Fees

**BOOKS COVERED:** Arabic Grammar Made Easy, Madrasa Salafius Book and Al-Aqsooniyyah

**MINIMUM REQUIREMENT:** Open to Everyone

**WEEKLY COMMITMENT:** 9 to 12 hours

**SEMESTER FEE:** US\$ 240

**Semester Enrollment Open All Year Round**

IOU Malaysia/Singapore Representative:  
my.ig@iou.edu.gm • +60 126433089

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**Ramadhan Challenge**

"Whoever relieves the hardship of a believer in this world, Allah will relieve his hardship on the Day of Resurrection." Sahih Muslim

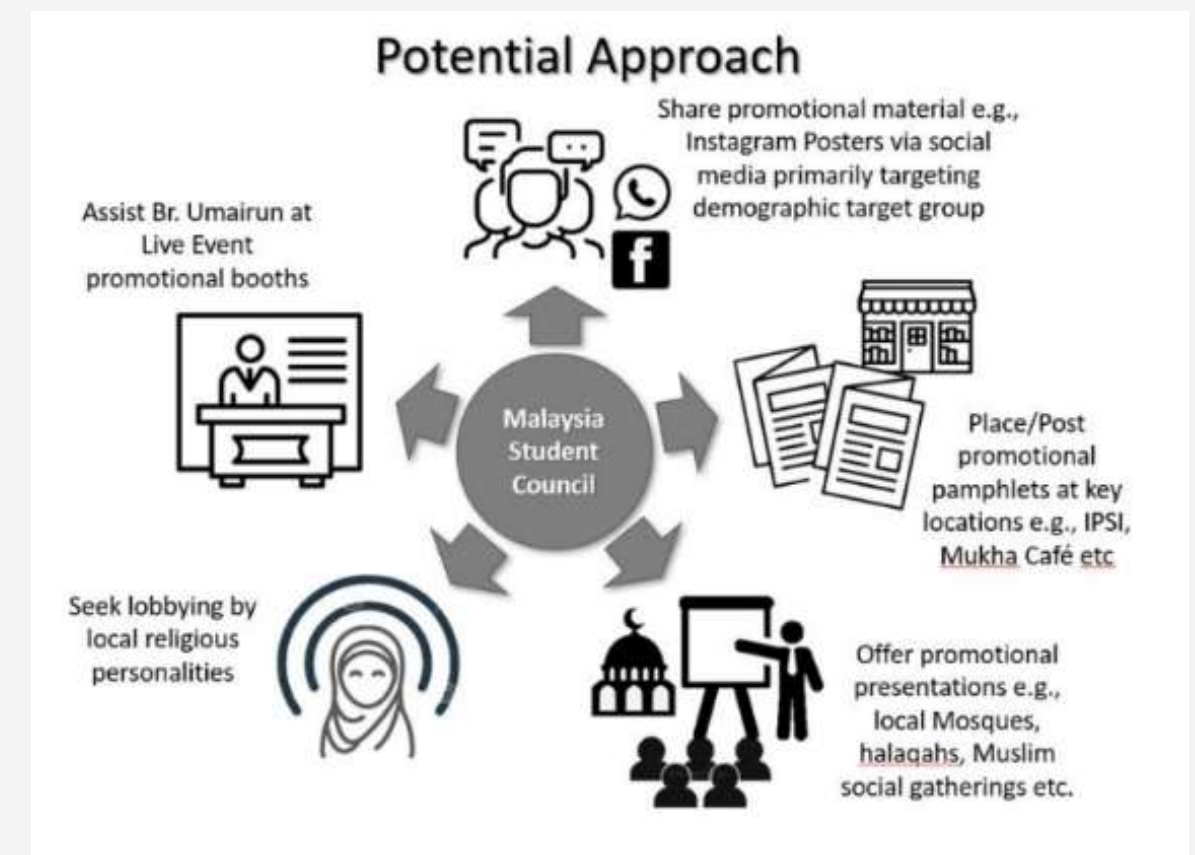
**Sponsor an underprivileged student at IOU this Ramadhan and do sadaqat jariyah!**

80% of students at IOU study on full scholarships. These are primarily students from sub-Saharan Africa where 98 million youth are out of school. IOU has partnered with LaunchGood to bring this Ramadhan challenge to commit to at least US\$10 per day for the last ten days of Ramadhan.

**Join the challenge today and help us bring literacy to the underprivileged using this link today!**

<https://bit.ly/TeamIOU>

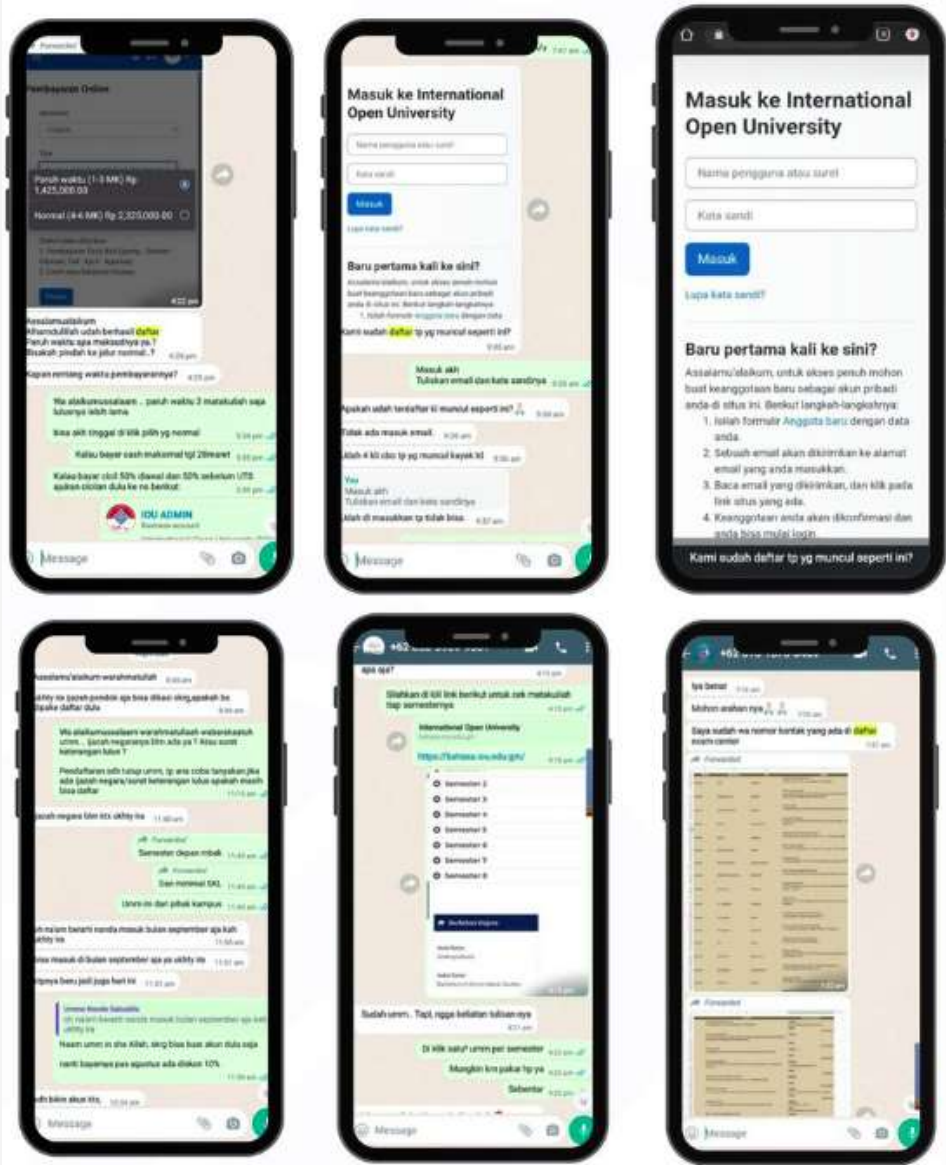
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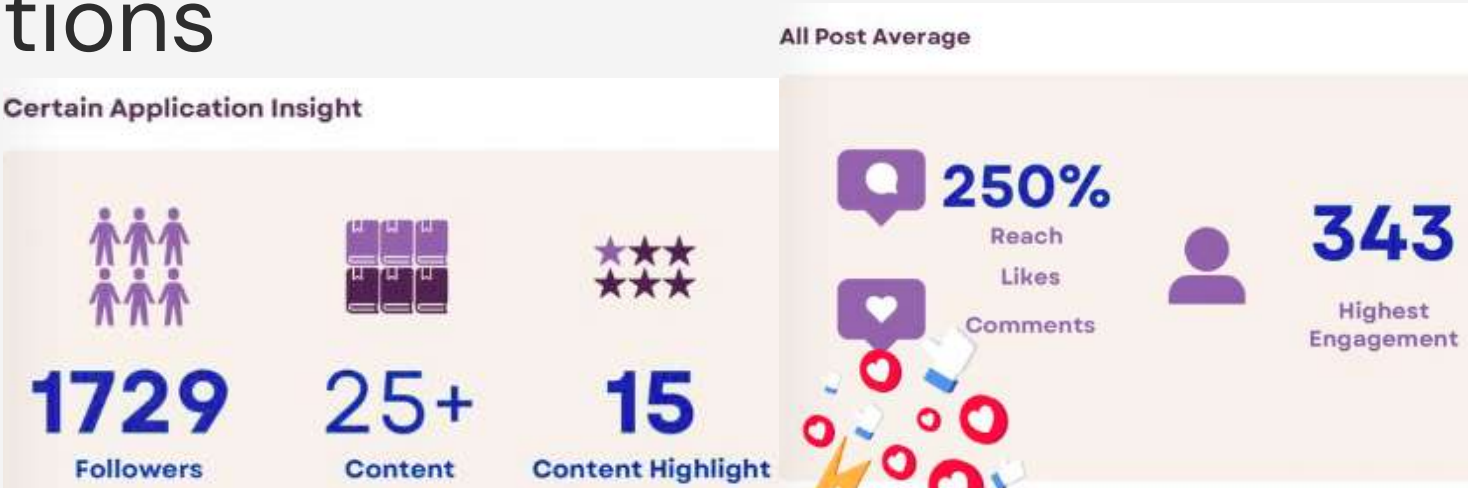


# Indonesia SC

- Conducted 9 online events with local Islamic academics, local doctors, local businesses, IOU faculty members
- Provided gifts and tokens such as stickers, key chains to attendees
- Collaborated with many local figures to conduct offline sessions
- Offline Gatherings and offline Orientation in 3 cities
- One-on-one counseling with potential students
- Collaborated with best local universities
- Radio Programs with IOU Awareness
- Pasted posters in key locations
- Social Media Campaigns
- Attended Youth Expo



Spring 2023 AM Groundwork Activities Map





# Indonesia SC (cont'd)



Have a blessed event with Sahaikh Anwar, to share about preparation to welcoming a Blessing month of Ramadhan,



TA IOU Indonesia, presented Tadabur Ayat every wednesday.



Enlighting event to share about Purification of the Heart and Soul, Beautiful and enlighting explanation, this event boost engagement with the audience and social media followers.



StudentTalk: Study HACK Simple Rules to Boost You Satudy Habit



SC X Islamic Scholar have a deep talk about How To Remove the Weakness of Iman,



TA IOU Indonesia, presented Tadabur Ayat every wednesday.



StudentTalk: The Important Thing of Islamic Education based on character. Planning to have more discussion about it in sha Allah



StudentTalk: Parenting talk about: preventing our children from gadgets side effect,





# Bangladesh Sisters SC

–Onground Activities are limited due to the local political situation

–Carried out online activities:

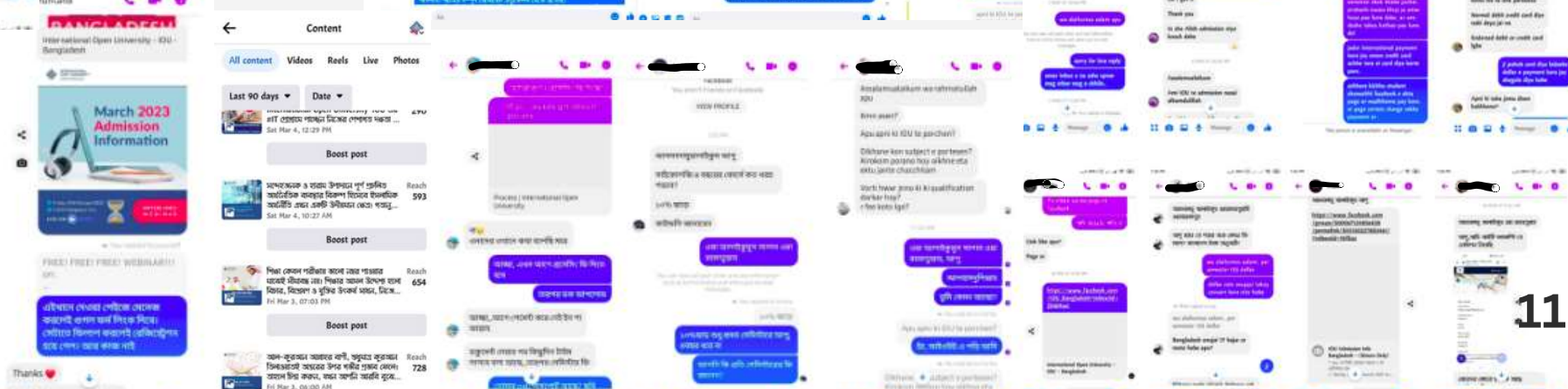
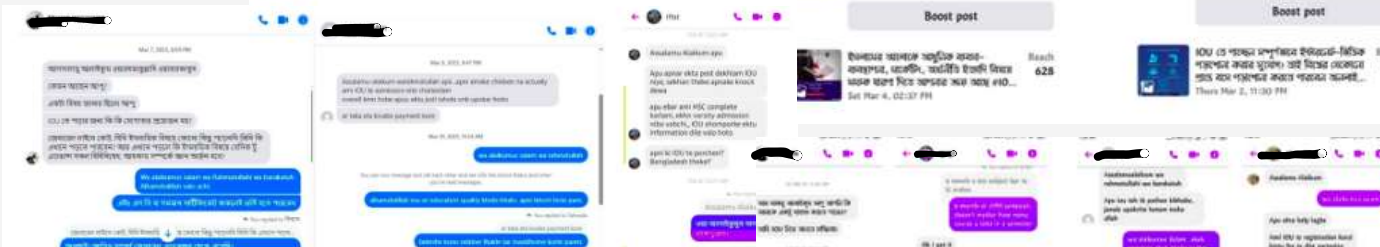
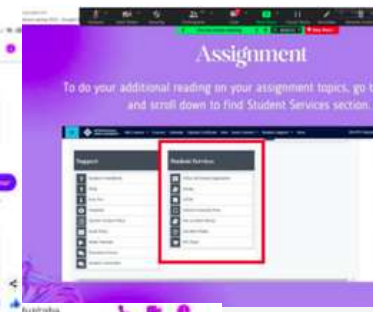
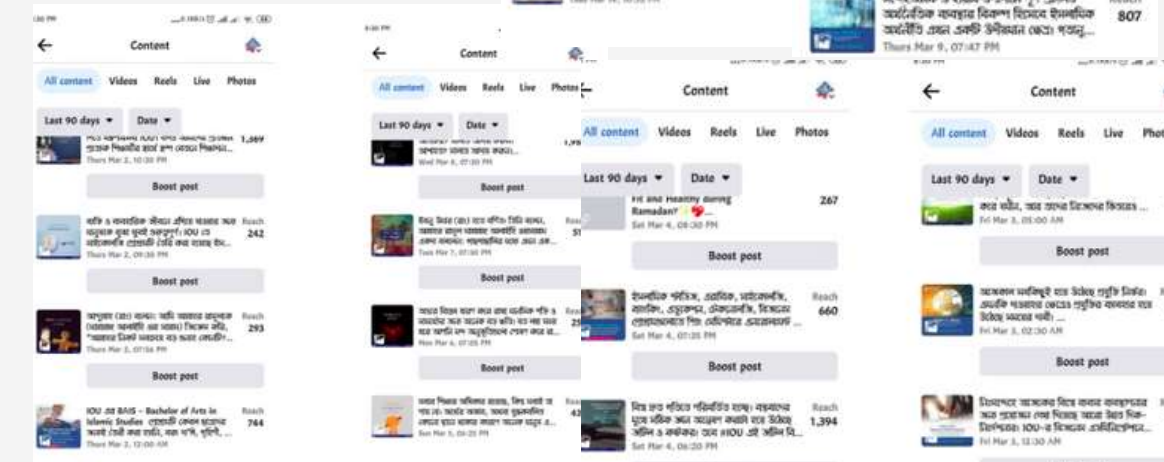
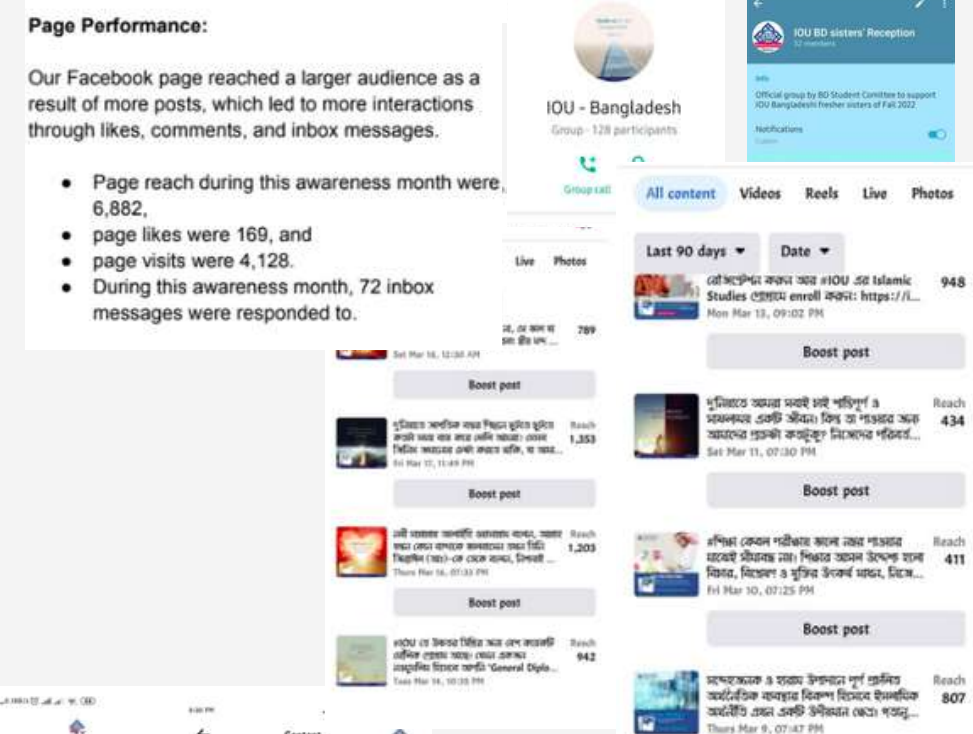
➤Social Media Awareness through the IOU Bangladesh Facebook page

➤2 private Online events including an orientation session for new sisters who joined IOU from Bangladesh

➤Awareness activities in a Facebook private group of more than 1600 members to provide information on IOU admission.

➤19 one-on-one Counseling

➤Providing support to new students through whatsApp and telegram groups



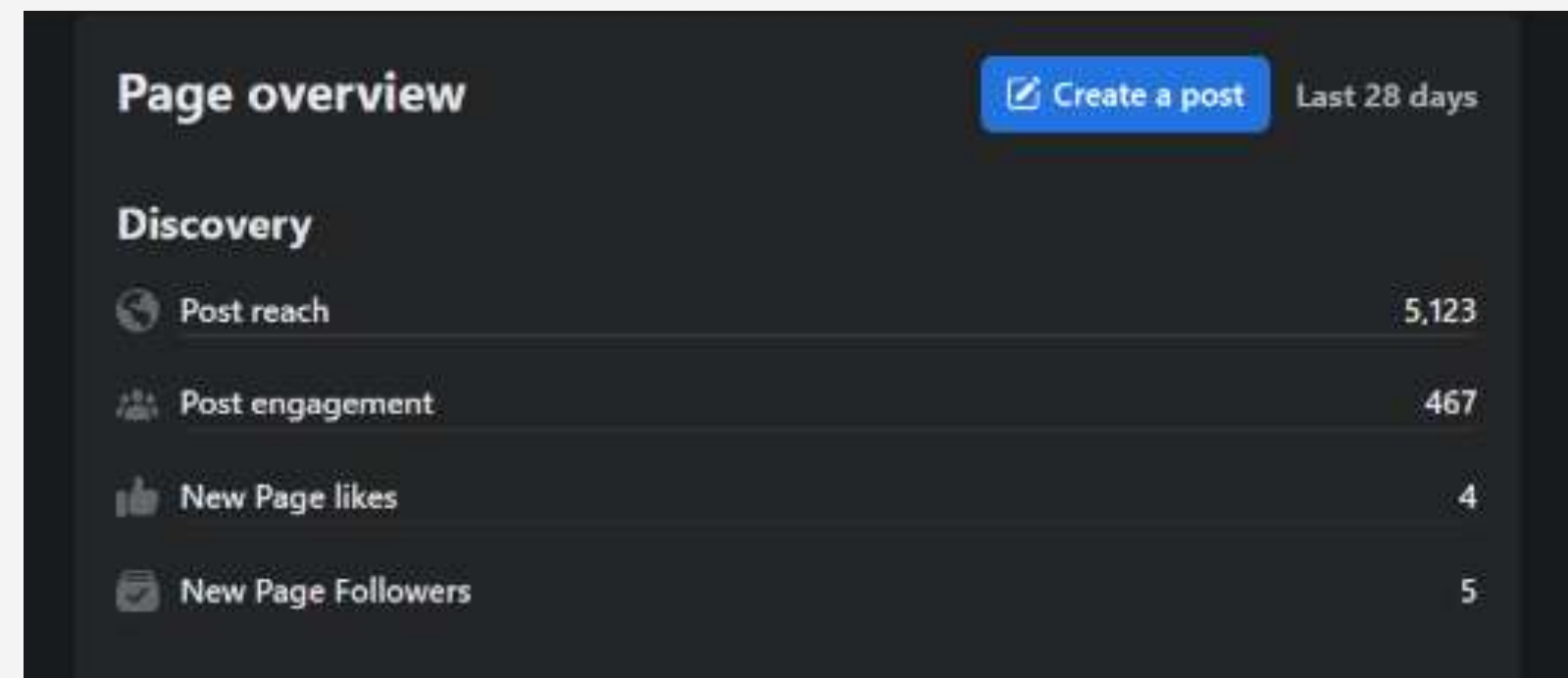
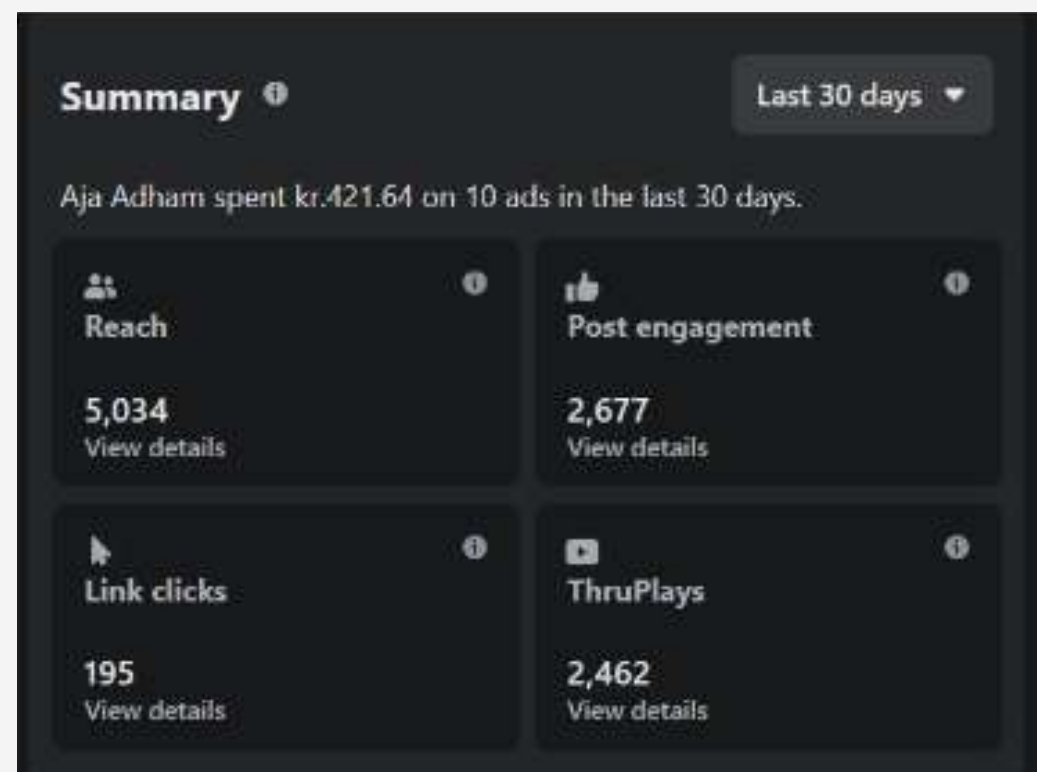


# Denmark SC

- Kept the IOU Denmark Facebook page active
- Reached out to local influential organizations
- Facebook awareness campaigns



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# Italy SC

- Organised a Jummah Booth
- Distributed flyers and brochures



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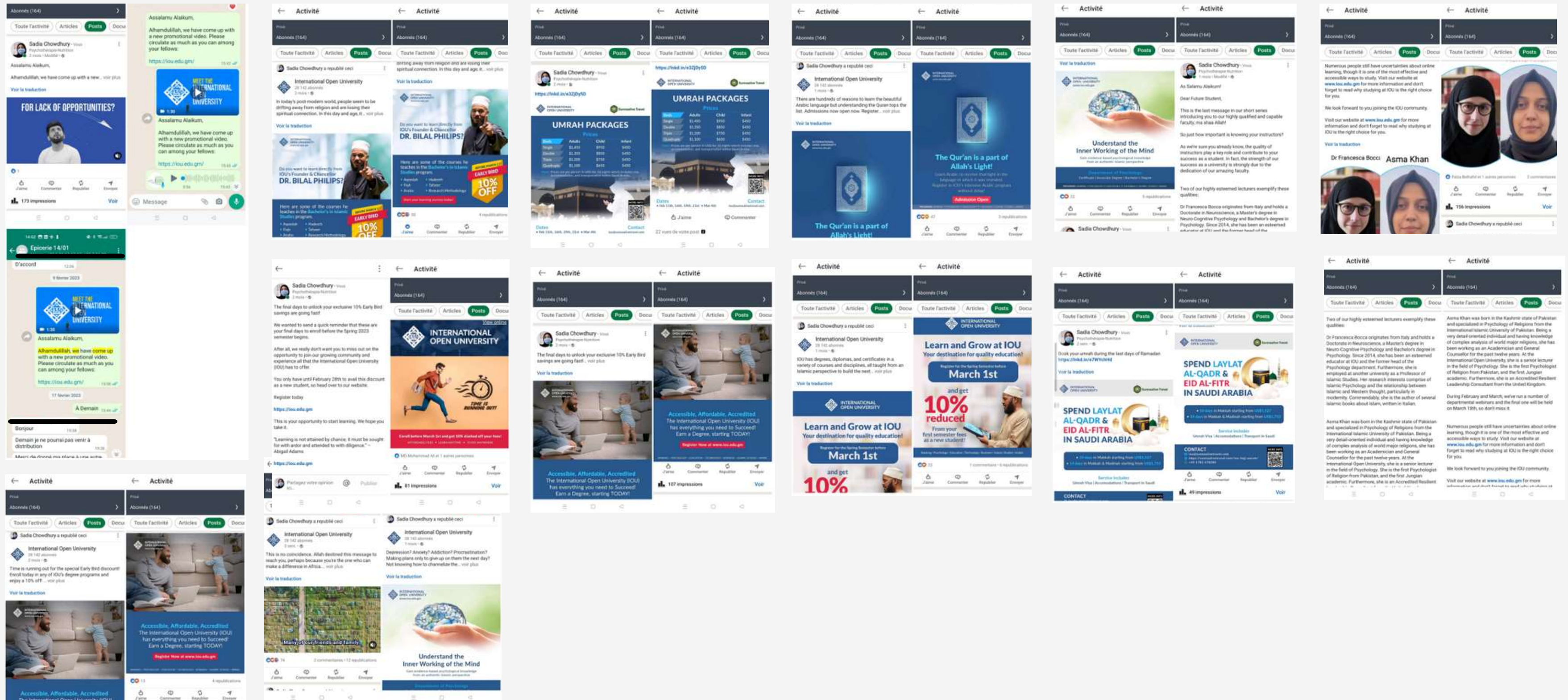


# France SC

- Awareness Campaigns on Social media and networking Apps
- One on One counseling



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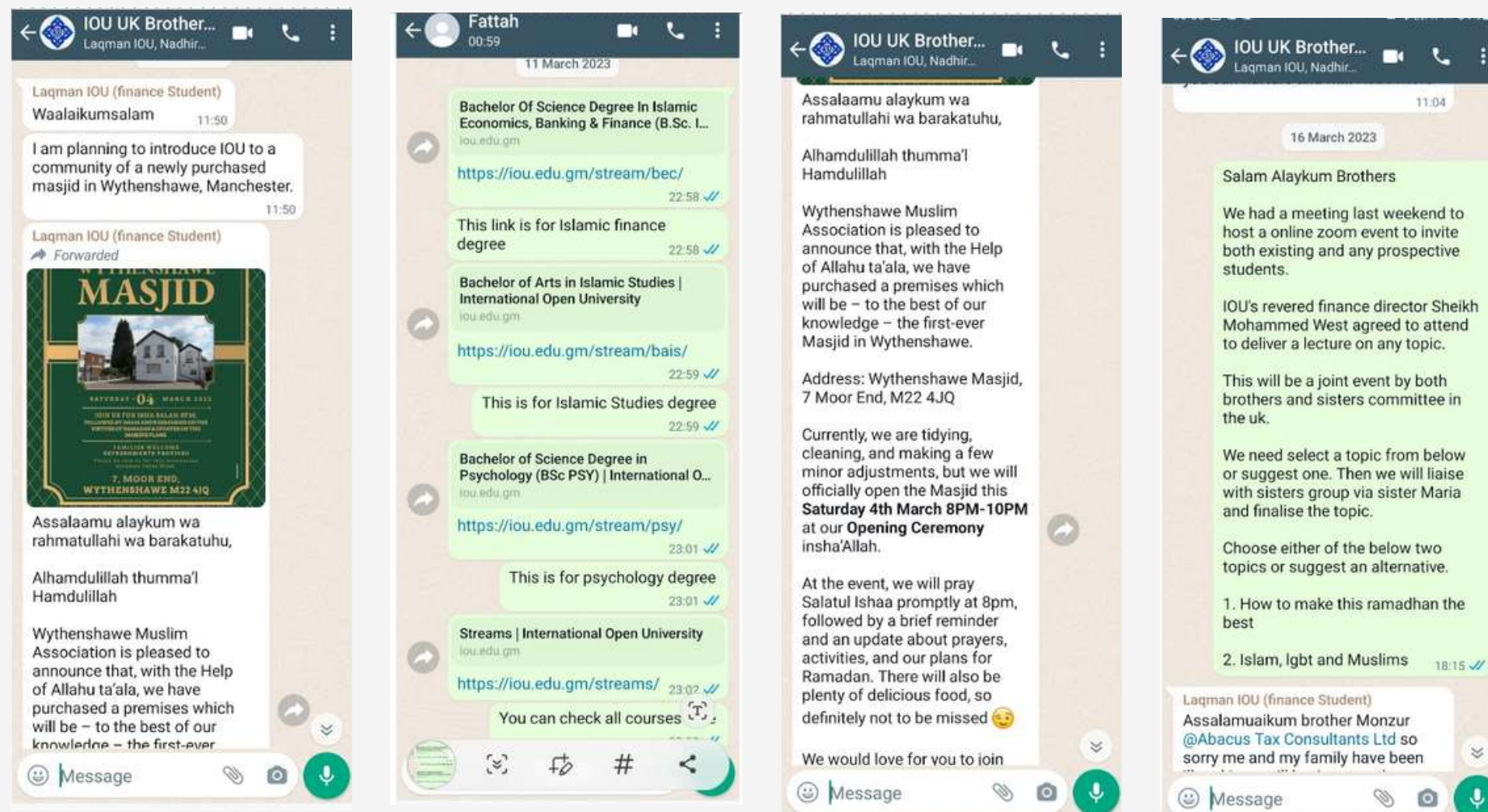


# United Kingdom Brothers SC



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- One on one consultations with friends, family and colleagues: Via phone calls, whatsapp, face to face.
- Meeting with the IOU administration to discuss challenges and way forward.
- IOU presentation during the opening of a new masjid.







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# United Kingdom Sisters SC

- Reached out to 15 masjids and shared IOU Promo materials with them to share with their attendees, on the masjid bulletin board and on their social media.
- Contacted 5 social media influencers, who are actively involved in da'wah, to give a shoutout about IOU
- One on One Consultation with colleagues and friends that have not previously been aware of IOU
- Social Media Awareness Campaigns



# Turkey SC

- Organized an on-ground event with Dr. Bilal Philips as the guest speaker
- Committee members shared their personal experiences at IOU, highlighting the flexibility of its learning programs.
- Held a virtual program with the non-profit organization "Centre for Cross Cultural Communication," an organization that aims to promote Dawah to non-Muslim tourists visiting historical sites in Istanbul and spoke about IOU programs.
- Provided assistance to 10 students to enroll through the Spring 2023 semester through the IOU Representative of Ghana.
- WhatsApp and Social Media Awareness Campaigns
- Kept the IOU Turkey Facebook page active
- Distributed Flyers





# Oman Sisters SC

-11 online webinars on Zoom & Youtube inviting different speakers from around the world.

-11 presentations of IOU

-Shared about IOU during a private event in Oman

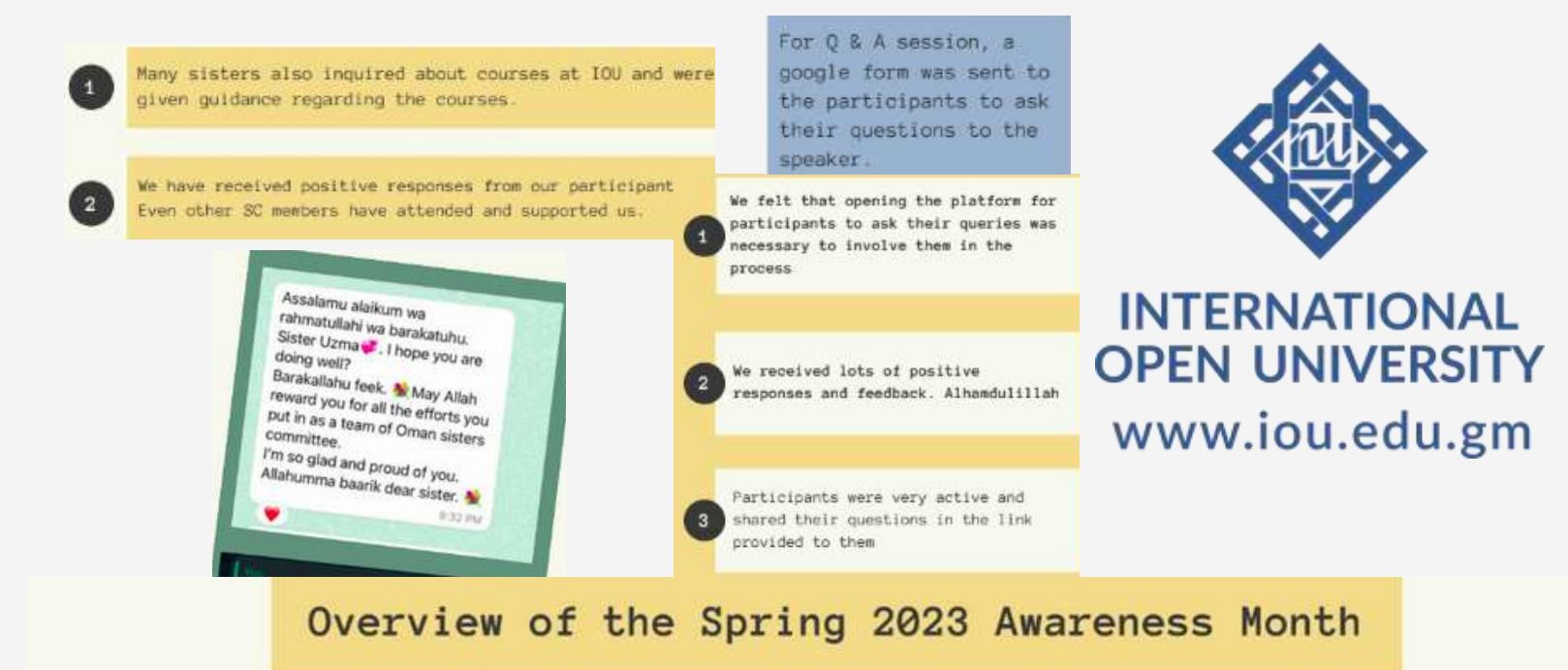
-One on one consultations with friends and family

-Social media campaigns

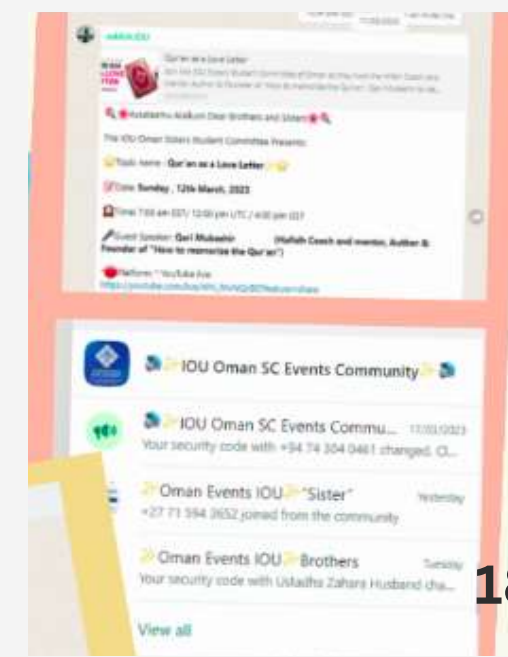
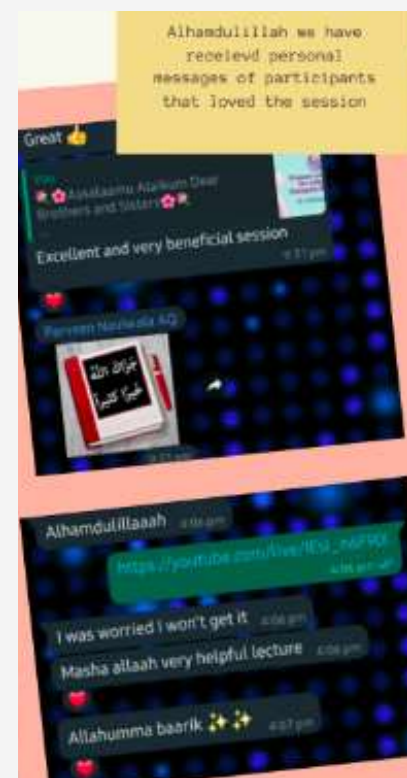
-Engaged with their group participants (300+) from

a group created many semesters back.

-Organised an onground meet and greet with the IOU students (sisters) in Oman.



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–3 Online Webinars livestreamed on Youtube:

>Importance of Mental Health (Usman Mughni and Dr. Mohammad Tahir)

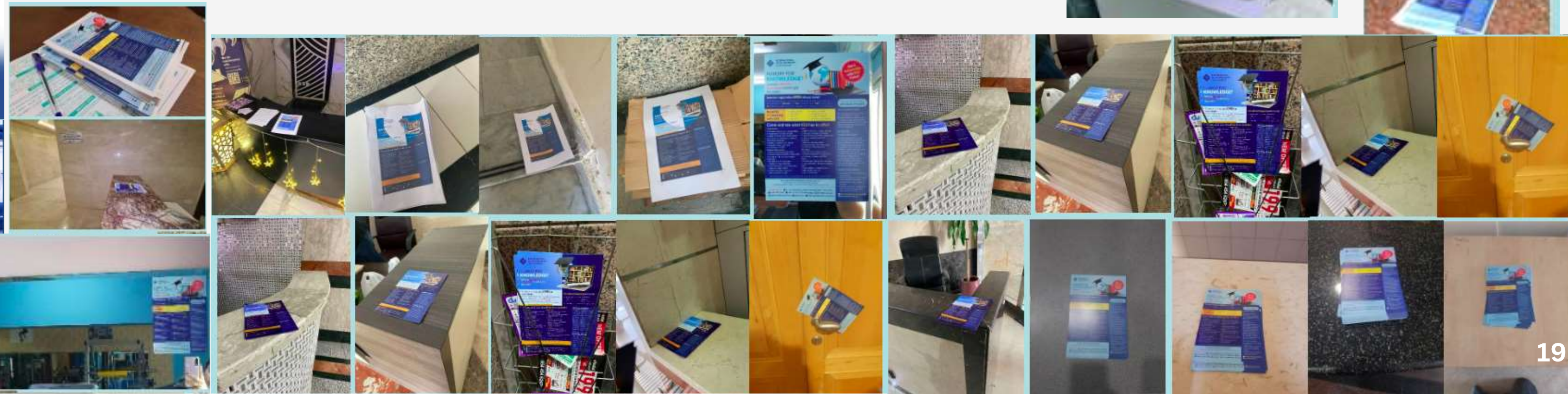
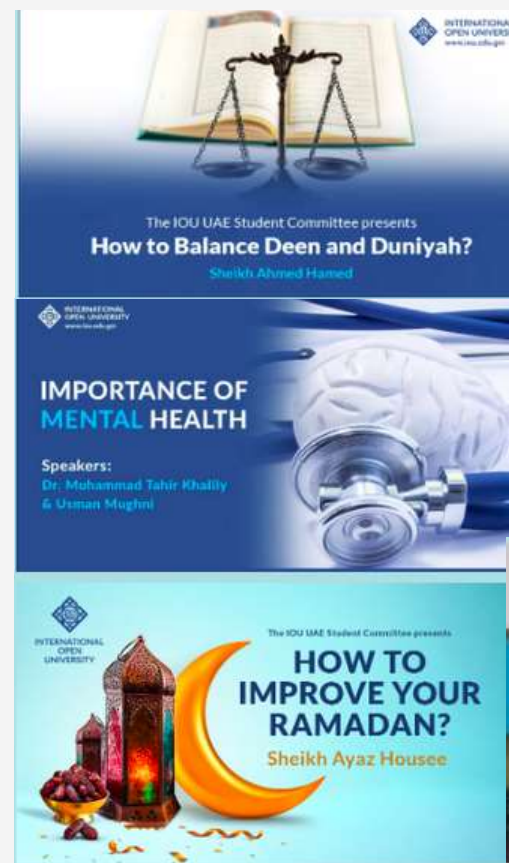
607 VIEWS

>How to Balance Deen and Duniyah (Sheikh Ahmed Hamed) 871 VIEWS

>How to Improve Your Ramadan (Sheikh Ayaz Housee) 621 VIEWS

–Flyer Distribution: 2000 IOU promotional fliers across many buildings, gyms and school campuses across all of UAE

–One on one consultation with potential students





# Bahrain SC

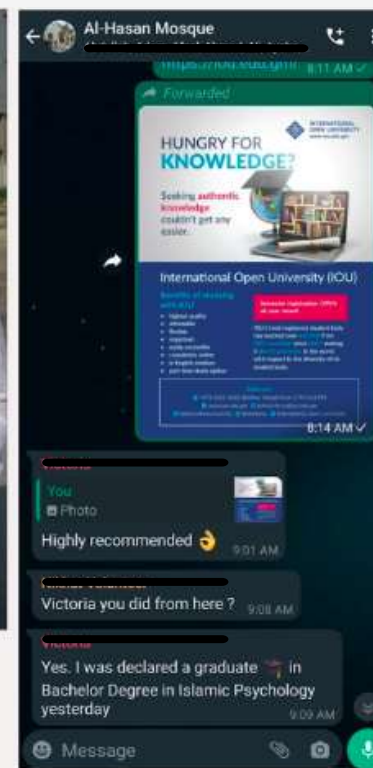
- Fliers and Posters Distribution at 4 Different Locations: Mosques, Islamic Awareness Centres, and Islamic Centres.
- Social Media Awareness Campaigns with 168 views.



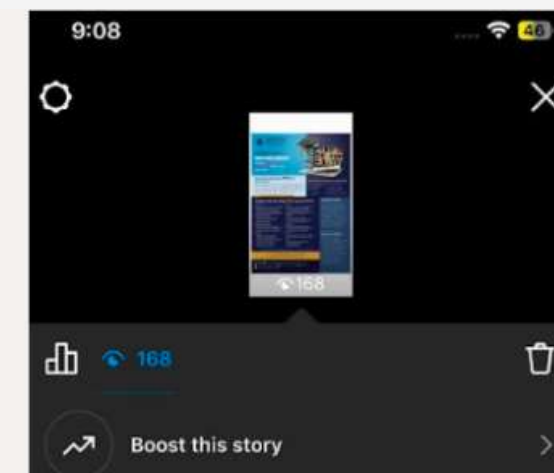
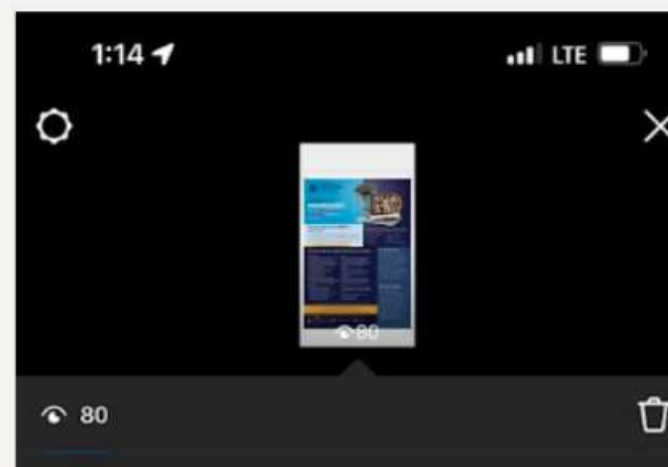
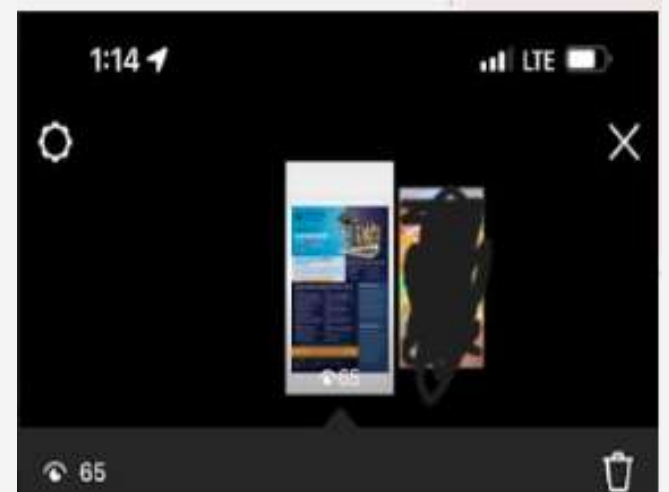
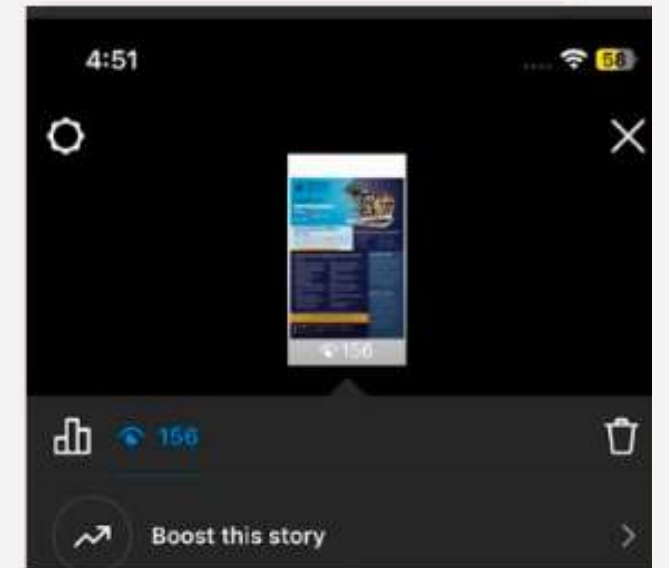
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Brother Shehabuddin  
(Active Volunteer  
Member and student @  
IOU)



Brother Suleiman and Brother Murad carried out the  
duty of distributing fliers and posters at 4 different  
locations.





# Jeddah Sisters SC

- 1 Online webinar live-streamed on YouTube & Zoom (Around 600 Attendees)
- Promoted IOU during an onground event of another organization to spread awareness to the school administration, parents of the students attending the fair and attract young students to IOU with engaging presentations on how authentic knowledge is important to erase misconceptions and doubts.
- Entire committee of Jeddah SC was present at the venue.
- Met with Dr. Bilal during his visit for the dawah trip
- Social Media Awareness Campaigns
- One on one Consultations



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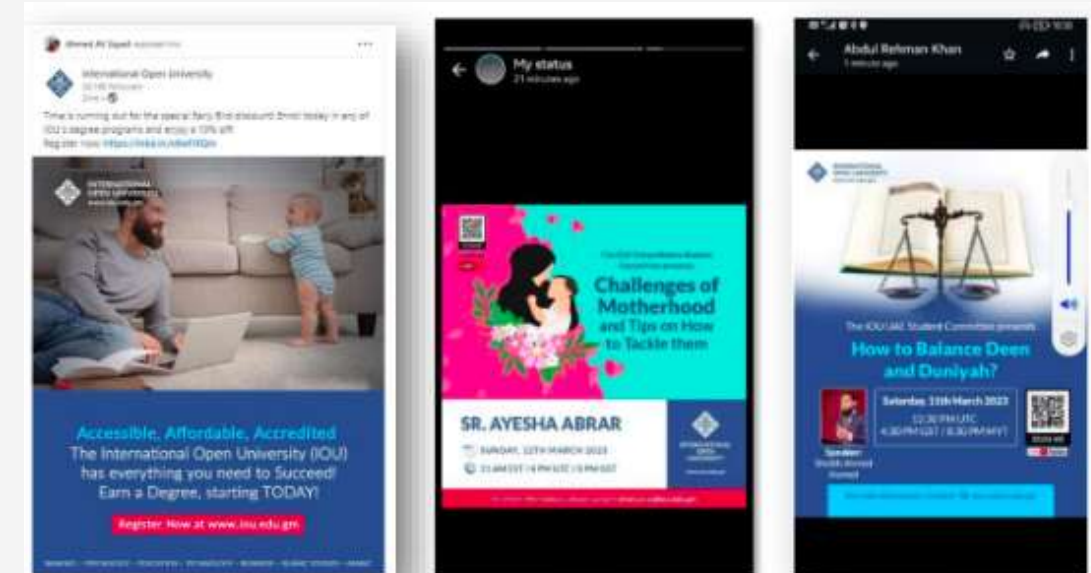


# Riyadh Brothers SC

- 1 Online webinar live-streamed on YouTube (about 500 views)
- 24 One-on-one consultations
- 1 student admitted to IOU
- Distribution of 150 brochures
- Meeting with the well-known local community of Indian Islahi School to discuss IOU promotion
- Reached out to 2 influencers
- 92 articles shared on social media



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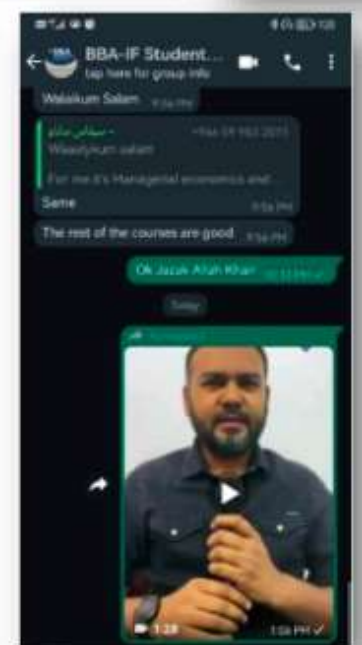
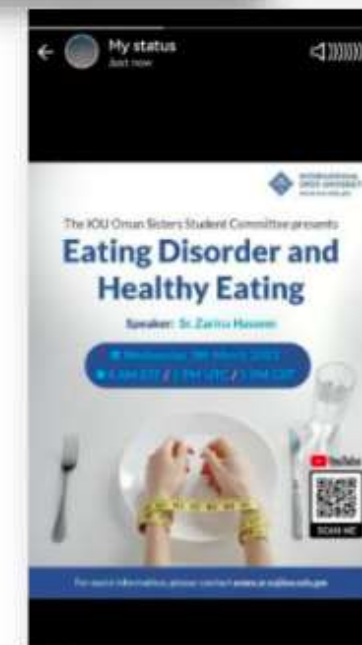


Abdullah Reddy, has reverted to Islam over two decades ago and has studied Islam and has been active in Islamic Propagation around the Kingdom.

He is an active member of Islamic Propagation Center of Rabwa, Riyadh.

He has many wide circles of influence across Countries and Languages and is constantly looking for opportunities to benefit everyone with his knowledge about Islam.

He is also active in youth upliftment activities.





# Egypt SC

- IOU Awareness on Facebook & WhatsApp
- One on one counselling with colleagues
- Kept the IOU Facebook page of Egypt active and responded to queries.
- Met with the IOU Finance Director to see other ways of promoting IOU in Egypt





# The Gambia SC

- 4 day Family and Neighborhood Awareness: reached out to close family members, neighborhood and close acquaintances to extend an invitation and a detailed explanation of IOU.
- WhatsApp promotion campaigns
- Recruited 5 senior students to help the IOU admin in The Gambia with registration of new students.
- Organised an on-ground presentation of certificates & awards to students with outstanding performance towards SC activities during their tenure. (carried out during the 9th Convocation ceremony)
- Organized a trip to Senegal with IOU Promotional materials to extend and spread an IOU invitation along their way and stay.
- 3 Masjid Outreach programs: distribute promotional materials and engaged with congregants after jummah prayers.
- Collaborated with local organization to bring 2 beach clean up and 2 tree planting exercises which attracted non-IOU students. Chairperson presented IOU to them.



# The Gambia SC (Cont'd)

- 2 Online webinars on Zoom and Youtube
- Organised an offline orientation for freshers and an Assignment training session.
- 4 Live Radion Programs by involving Alumni
- Outreach visits to senior schools to visit the staffs and students for IOU promotion.
- Key members from the organizations they collaborated with have registered at IOU.
- Assisted the Staff in IOU Library Renovation & Rearrangement so as to enable Non-IOU students to also benefit from the premises.
- Distributed Flyers and Brochures with other organizations and students to share further.





# The Gambia SC (Cont'd)



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# The Gambia SC (Cont'd)



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**ON AIR**

The IOU Gambia Student Committee invites you to a  
**Live Radio Program**  
**Quench your Thirst for Knowledge From the Educational Fountain of IOU**

**HOST : Muhammad Chaw**  
President IOU Gambia SC

**PANNEL : Sr. Zahra Fathima**  
Veteran Educationist, Deputy Director of IOU Alumni Association

FRIDAY, 10TH MARCH 2023  
12 PM TO 1 PM UTC

ALFALAAH RADIO STATION  
RADIO FREQUENCY: 107.2

For more information, please contact  
+220 3134503





The IOU Gambia Student Committee invites you to  
**MASJID BOOTH**

Friday, 17th March 2023  
Masjid Taqwa, Bakau  
Beside Mass Kah Senior Secondary School

FOR MORE INFORMATION, PLEASE CONTACT  
+220 3134503





# Nigeria North West Brothers SC

- Social Media Awareness Campaigns
- IOU Talk and Sharing of Fliers in 3 Masjids
- Organised a Friday Jummah Booth



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# Nigeria South South West SC

- Visited 5 Schools to give IOU talks
- Organised a lecture for the group members of a whatsapp group created by the committee.



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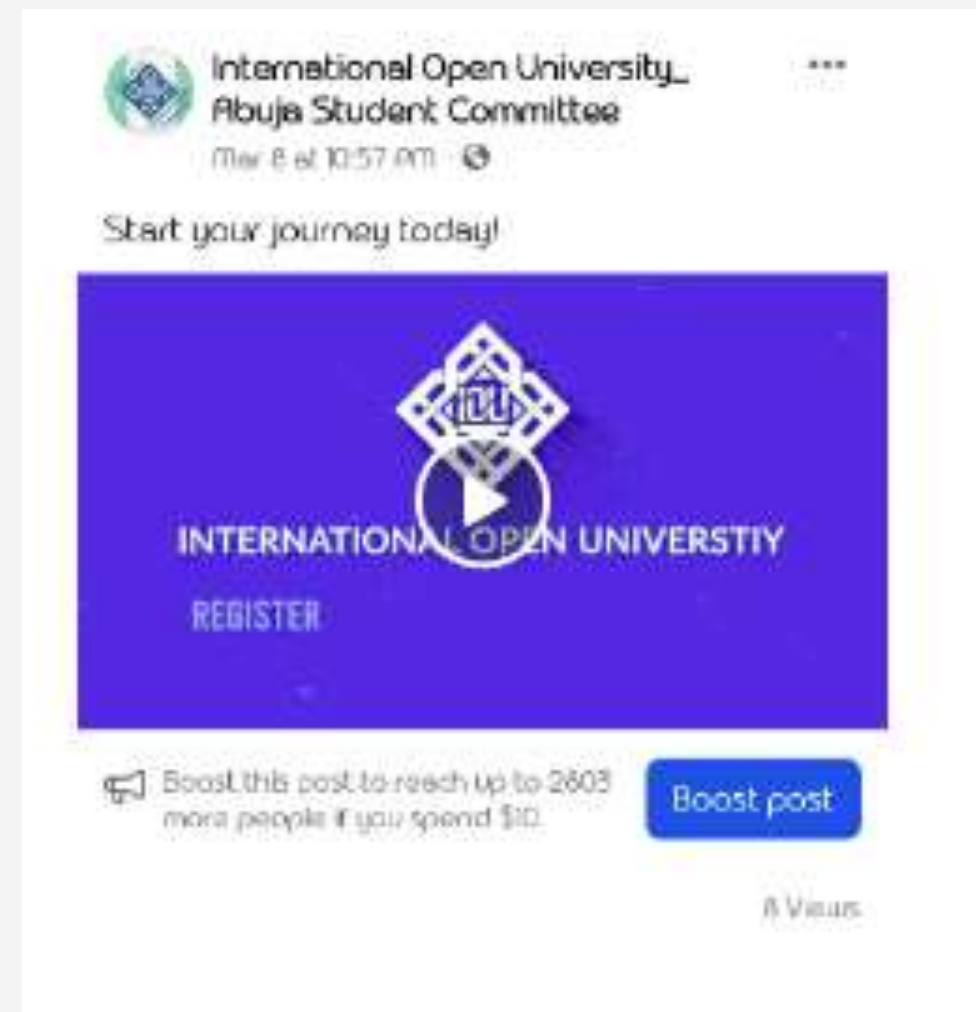




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# Nigeria Abuja SC

- One-on-one counseling to family and colleagues
- Social Media Campaigns on Facebook, Twitter, WhatsApp groups
- 3 students enrolled through the committee



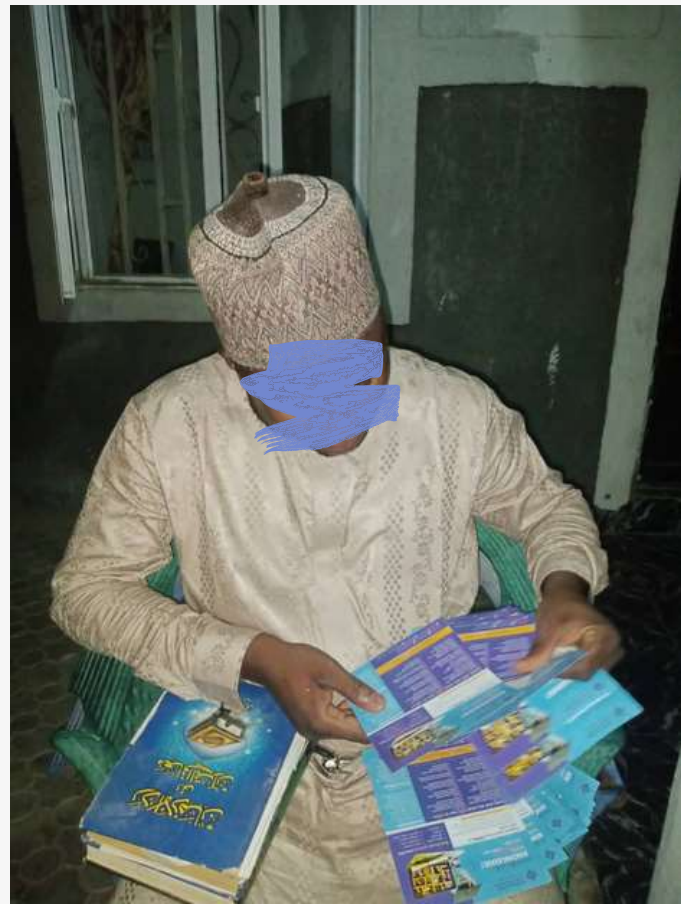


# Nigeria North West Sisters SC

- Visited IOU Main Office in North West Region to maintain collaboration
- Sent 50+ potential students to the main office among which 10+ have been granted scholarships
- Continued activities during Ramadan by distributing IOU Fliers



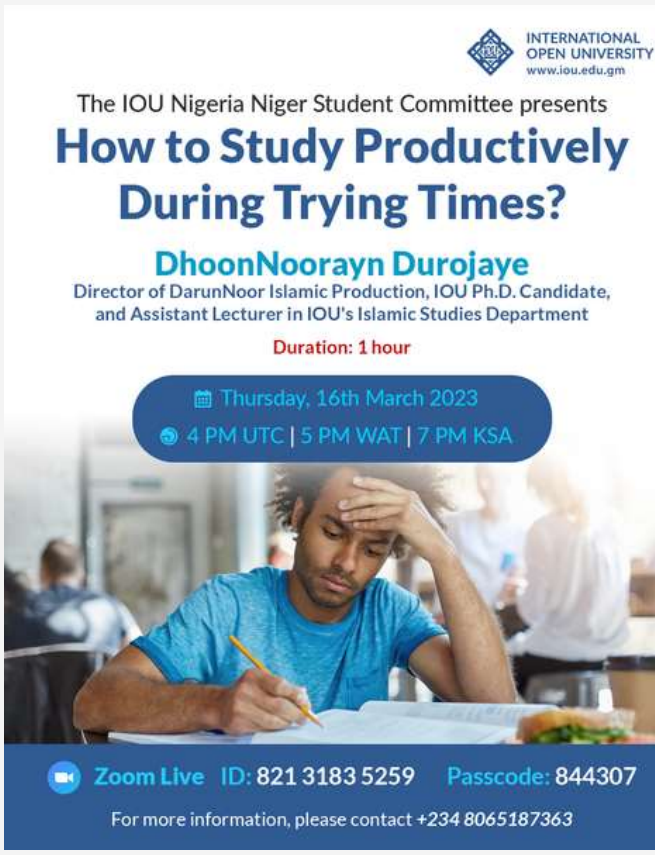
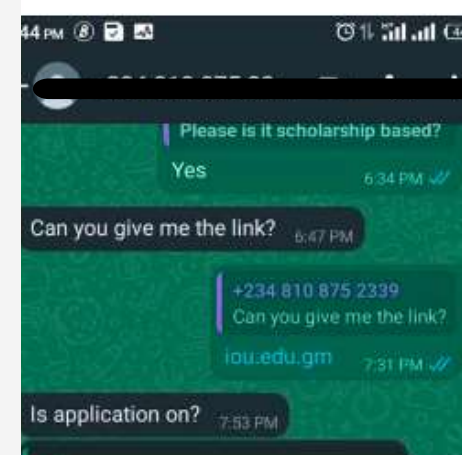
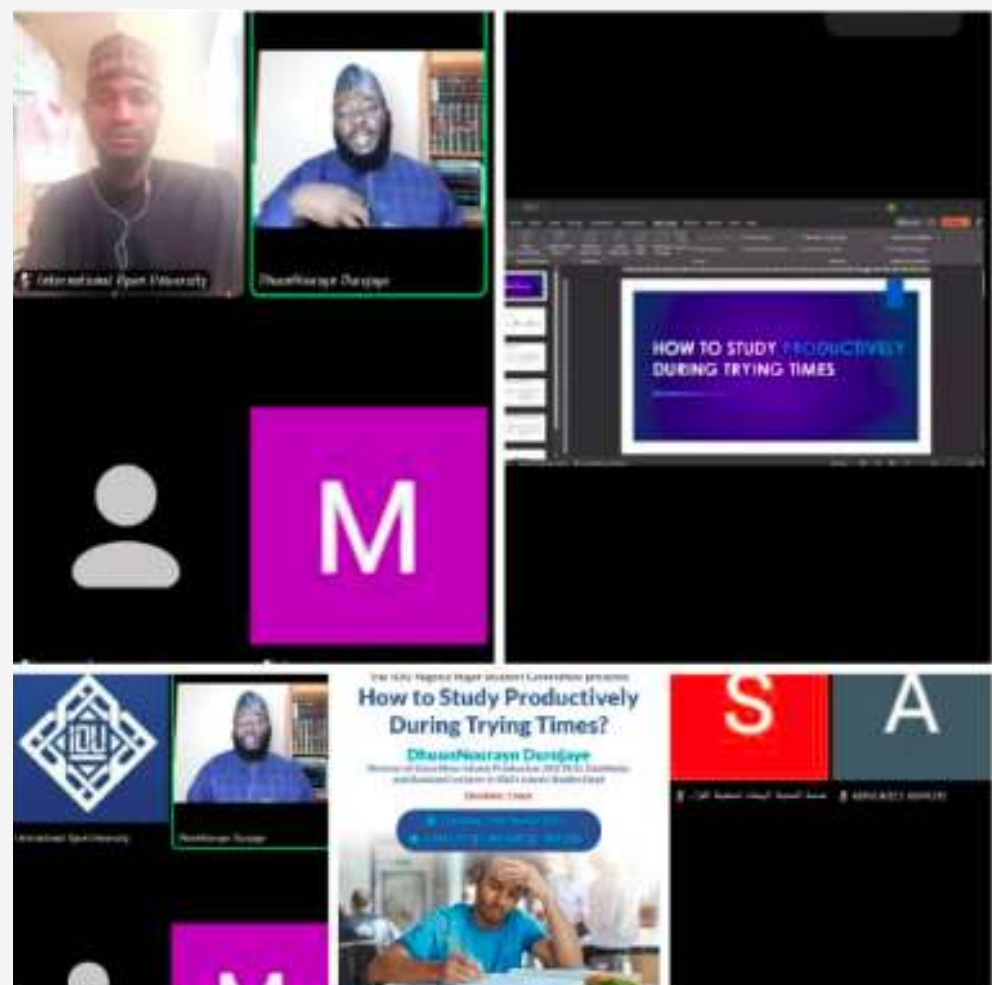
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# Nigeria Niger SC

- Distribution of IOU fliers in various Juma'ah masjids in Suleja, Niger State.
- Social media awareness on Facebook platforms and whatApps status reaching over thousands of friends.
- More than 5 WhatsApp groups with over 250 members reached
- One on one Counseling with potential students
- Zoom webinar: How to Study Productively During Trying Times?



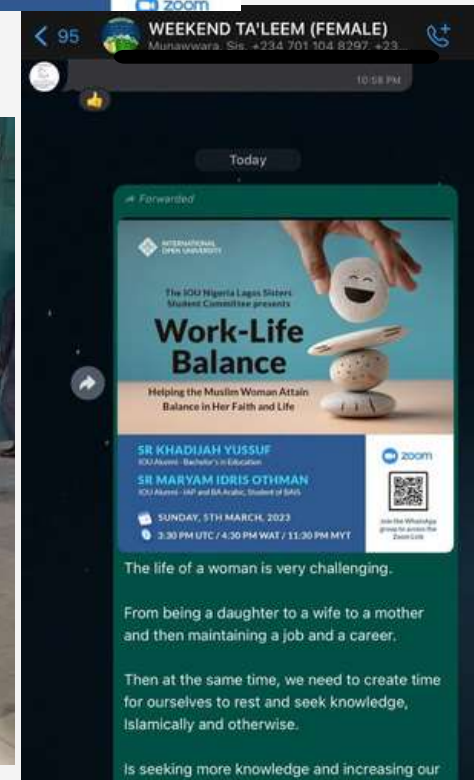
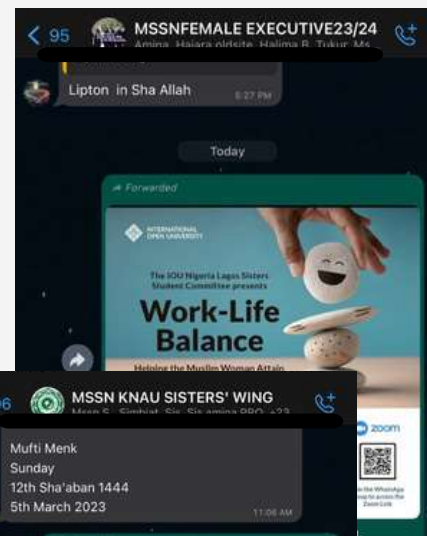






# Nigeria Lagos Sisters SC

- Distribution of IOU flyers at two Masajids
- Zoom Webinar on Work-Life Balance (Helping the Muslim Woman Attain Balance in Her Faith and Life)
- 454 people registered for the event
- Social media and WhatsApp promotion of IOU and events





# Ghana Northern Zone SC



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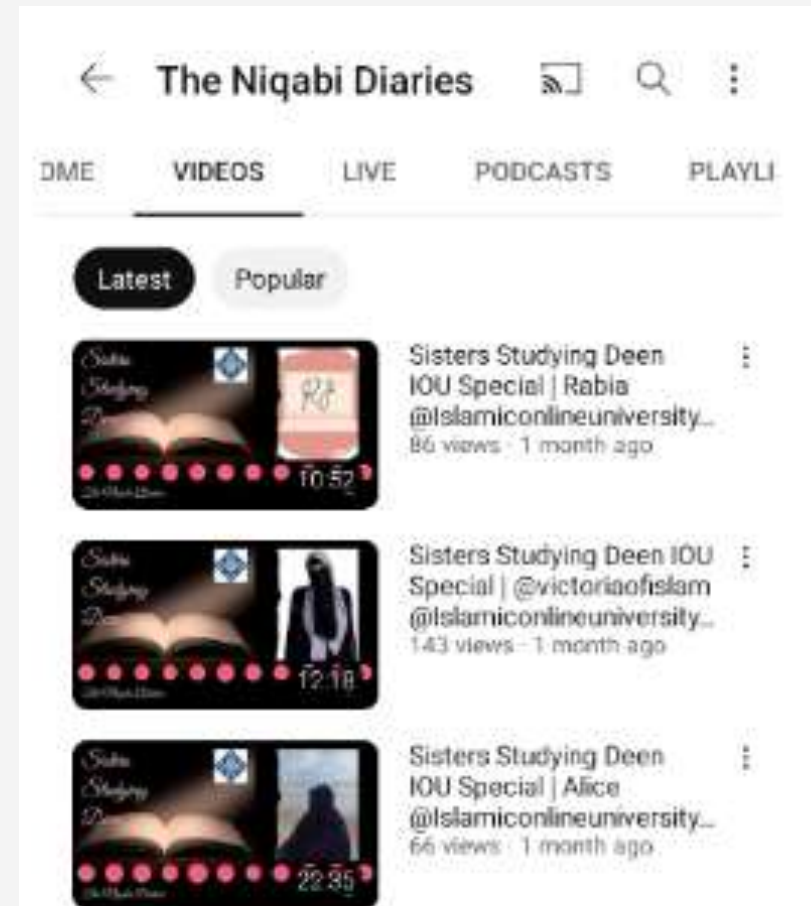
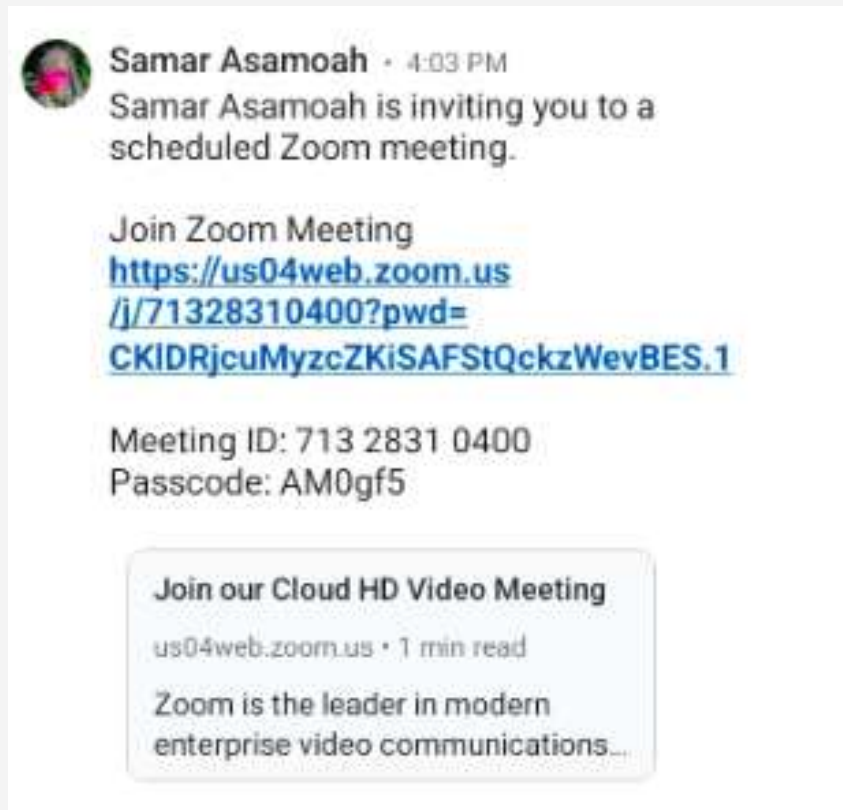
- Shared personal experiences and some people have shown interest to join next semester
- Followed up with people who showed interest in the past awareness month of Fall 2022
- 4 people were admitted through the scholarship program + 5 into the diploma program
- Traveled to the North to share experiences about the importance of learning from IOU
- Visited Senior High Schools in Tamale and met students at the Masjid
- Participated in an on ground IOU orientation at the new IOU center
- Visited Technical Universities and discussed IOU with students
- Attended Taleem graduation and spoke about IOU
- Shared flyers and pasted them in key locations
- Shared about IOU in a yearly district Meeting
- Visited Masjids and gave IOU talks
- Awareness during Jummah
- Social media campaigns





# Ghana Middle Zone SC

- Continued the efforts of past semesters in the podcast series: Sisters Studying Deen
- Visited Masjids to distribute IOU fliers





# Ghana Eastern Zone SC

- Pasted IOU Promo materials in key locations and interacted with passers-by.
- Social media Promotions
- Zoom webinar planned but not executed due to circumstances
- Appointments made with 2 schools for visit which was unfortunately postponed by the school at the last min.





# Ethiopia SC

- On ground Awareness activity at a local college with 80 students participating
- 3 hours "Discover IOU" info session with Q&A
- Social Media Campaigns
- Translating IOU posters into the Local Amharic language
- One on one consultation with friends, colleagues, acquaintances and family members.
- Reached out to local organizations to promote IOU



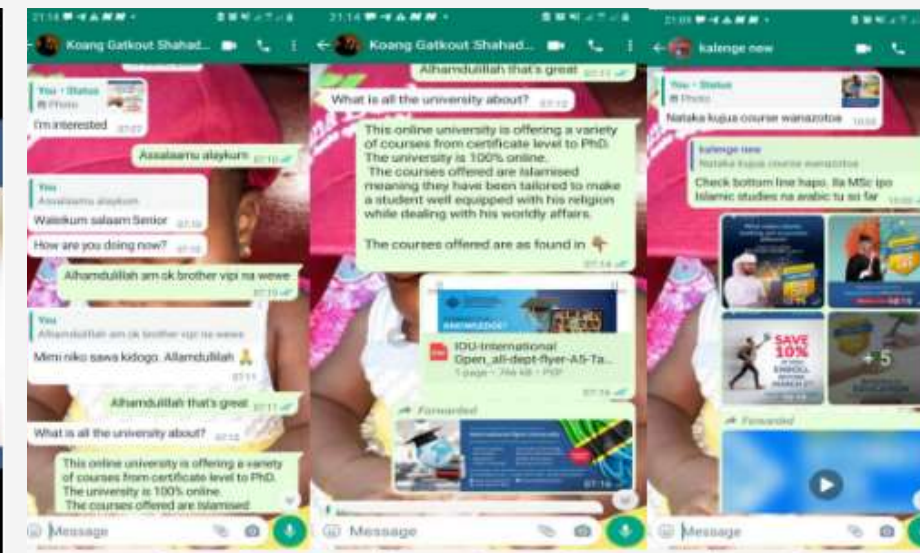
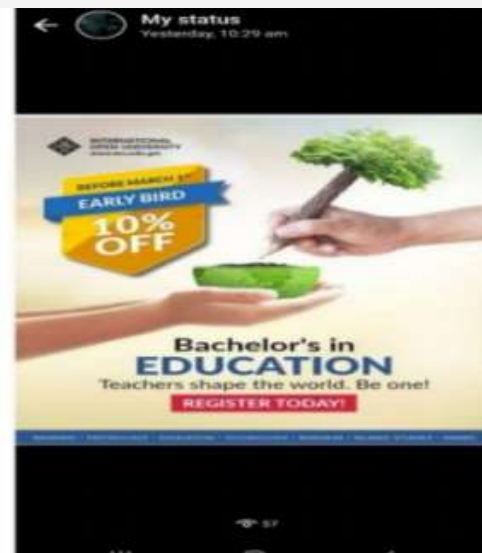


# Tanzania SC

- Social Media Awareness Campaigns
- One on One Counseling with friends and families
- Shared IOU with different groups
- Distributed over 300 flyers
- Engaged congregants during Jummah
- Worked alongside the new representative of Tanzania
- Reached out to a well known local Daeer
- Engaged High School Students
- Recruited one student in Spring 2023 semester and 1 will join the Fall 2023 semester.



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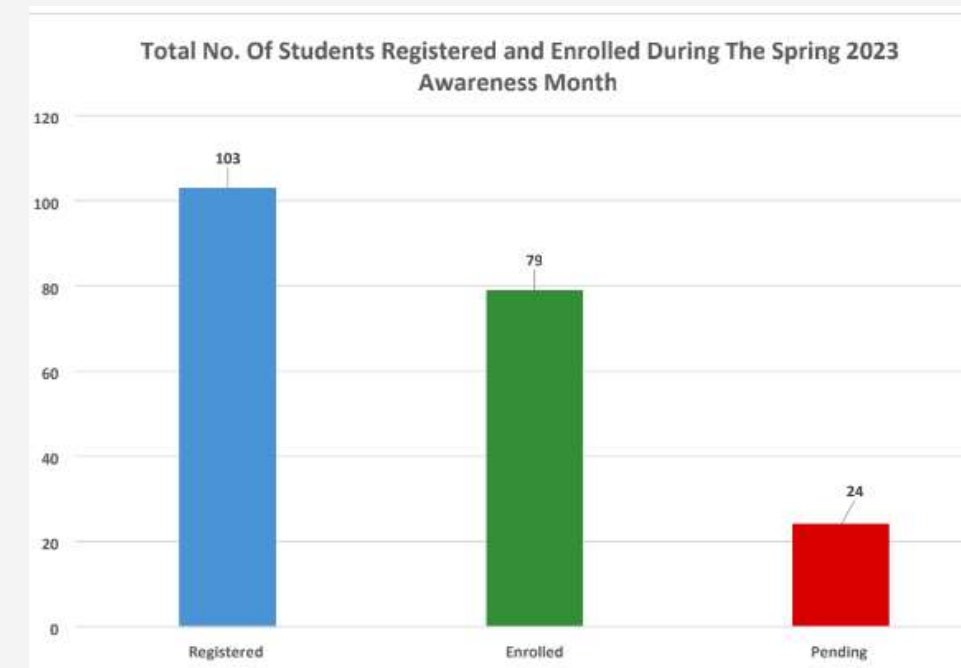
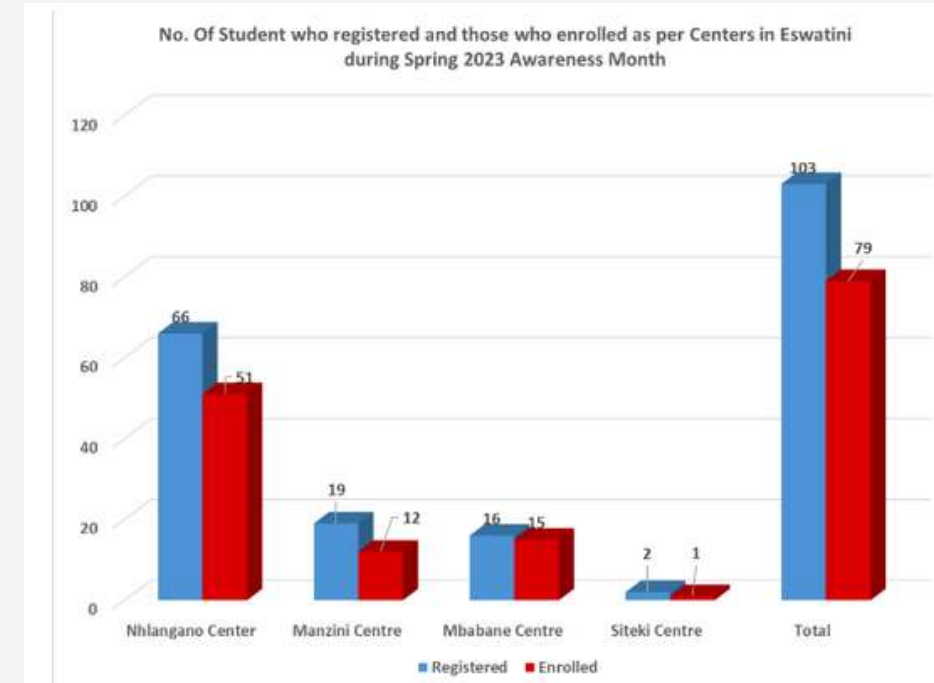


# Eswatini SC

- Distributed flyers and brochures in 17 neighborhoods (malls, community centers, masjids, schools) and on the streets.
- Shared Posters in town and bus stations
- Outreach programs in rural communities
- Visited schools and shared Info about IOU with school leavers
- Social media Campaigns and kept the Eswatini Facebook page engaged.
- Eswatini National Radio broadcast advert for 3 days
- 221 students recruited, 79 enrolled in Spring 2023 semester, rest to enroll in next semesters.
- One on one counseling with 110+ potential students through facebook page
- Conducted oral IOU info sessions



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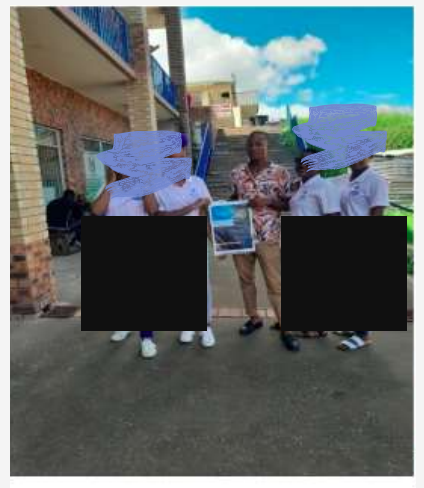
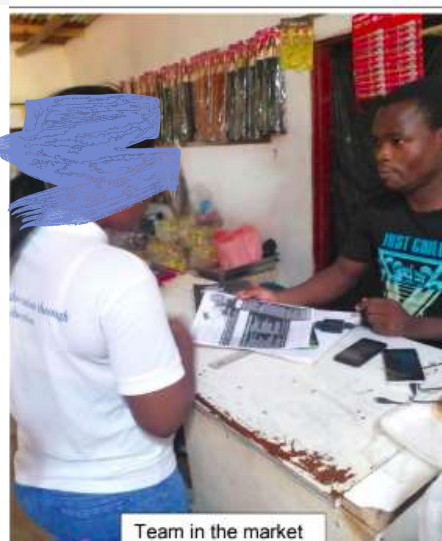




# Eswatini SC (cont'd)



Team presenting IOU





# South Africa Sisters SC

- 1 on ground Event by having a 2 day booth at a halal market.
- Biggest activity since the formation of the committee.
- Collaborated with the brothers Committee of South Africa.
- Created a powerpoint presentation with IOU staff that reside/originate from South Africa to share with attendees at the booth.
- About 10,000 people in attendance at the market.

This year we got over 600 applications.  
We tried to take as many as possible with a combination of your favourite vendors and many new vendors.





# South Africa Brothers SC

- Flyer distribution on a weekend targeting a huge Muslim community.
- Flyer distribution at 6 Masjids and 1 High school.
- Collaborated with the Sisters Committee for the halal market.
- Designed T-Shirts with IOU logo for IOU Brand awareness
- Regular meetings to update each other about progress of activities.



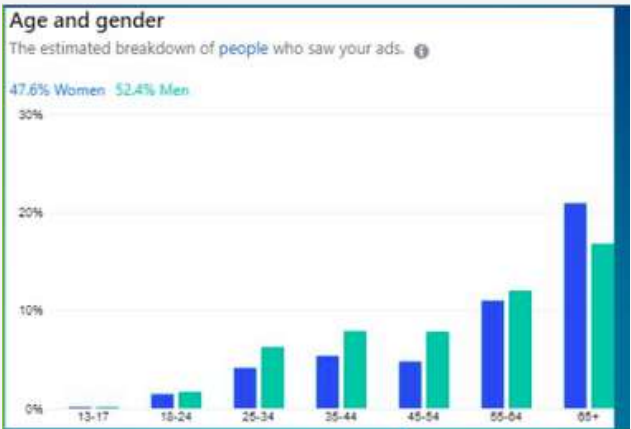
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# Canada GTA SC

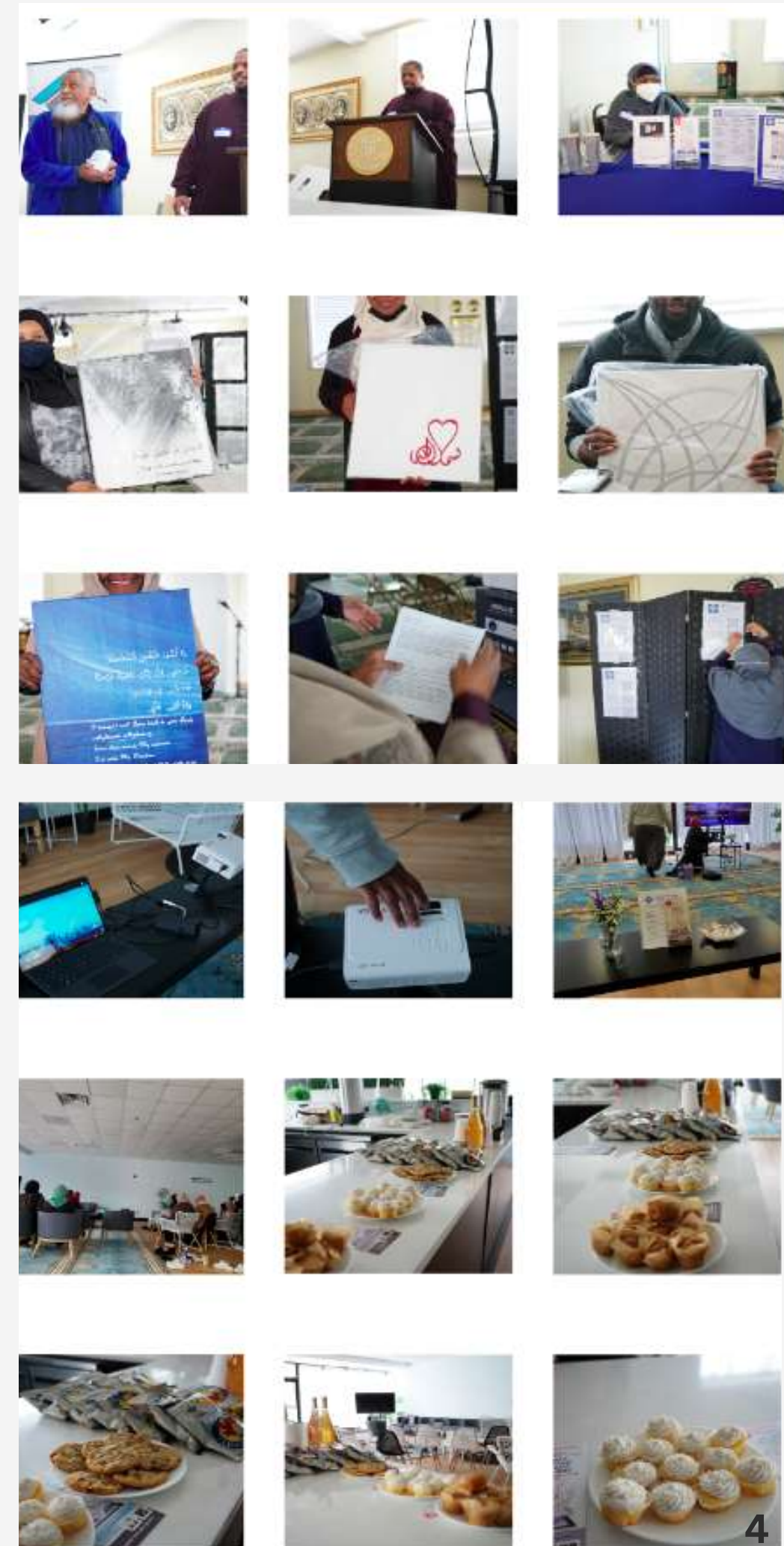
- Online Event Livestreamed to the IOU youtube channel  
(Topic: Effectively Navigating Social Media for Muslims)
- In Person Event – Clarington Masjid (IOU table with promo materials, Speech at the event)
- Masajid & Centres Promotions
- Social Media Promotions
- Podcast Promotion Attempt with The Digital Sisterhood
- Event at MNN – Promotion Attempt





# USA DMV SC

- Meeting with all of the other volunteers in USA and USA Director of IOU Operations
- Distributed IOU Fliers/brochures and IOU Prison Initiative information in 5+ Masjids
- Joined membership of another organization and promoted IOU with the other members after their General meeting.
- Traveled to [Muslim American Society DC](#) and other Masjids to conduct IOU presentation. Prepared handmade paintings to give as welcome gifts and enrollment incentives.



-One photo is the sister's side from the Secretary, and the other is the brother's side from the Chairman of VA



Chairman of VA passing out flyers and having a great conversation while Secretary captured photos



# Individual Reports

## Minnesota, USA

–Shared about IOU on personal social media account, personal publishing page and personal dawah page.



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