

DAR AL-HIJRAH
ISLAMIC CENTER

2020





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EXECUTIVE SUMMARY

SAMIR ABO-ISSA

“O Allah there is nothing easy except what you make easy, and you make the difficult easy, if you wish.”

“O Allah, do not impose blame upon us if we have forgotten or erred. Our Lord, and lay not upon us a burden like that which You laid upon those before us. Our Lord, and burden us not with that which we have no ability to bear. And pardon us; and forgive us; and have mercy upon us. You are our protector, so give us victory over the disbelieving people.”

The year 2020 was full of lessons for everyone, lessons that each one of us must reflect on and learn from.

On behalf of Dar Al-Hijrah Islamic center, Its Board of Directors and the Executive Team, I would like to thank every community member who stood tall for the sake of Allah, either by helping the Center in those unprecedented days (during pandemic) or by helping the individuals who were extremely affected during the year 2020.

Dar Al-Hijrah Islamic Center had to adapt to those challenging circumstances and made strategic changes to the action plan to address the reality that we were facing. We took the following actions to safeguard our community while still serving as best as we could:

1. Closing the Center but increasing the services: As a vital center for the community, we had to close the doors to be sure our community members and attendees were safe from the deadly “coronavirus”, but we never stopped serving our community, and even increased Social Services outreach.

2. Virtual Activities: We increased our educational events through virtual programming. All of our departments created new ways to keep connected to the community.

We could never go over all of our achievements and detail what each department did. All of these achievements would not have been possible without these heroes of the community who put their lives in danger to help others, the great donors who kept donating to the Center to fulfill its mission, and the institutions who supported us with grants to help the community. May Allah SWT reward everyone in this great community.

Please read the reports and give us your input. You can always contact me at my email: ed@hijrah.org

WOMEN'S DEPARTMENT

1- The Women's department had to work closely with mothers and young ladies through individual counseling sessions. The demand for counseling sessions especially increased among parents.

2- Islamic Classes: The department also kept holding its own Islamic education for sisters through zoom.

MAINTENANCE

Even with the pandemic, we maintained the properties of the Center. The maintenance team, with their volunteers, reduced the major expenses and tried their best to keep the properties in their best condition.



EXECUTIVE SUMMARY CONTINUED

COMMUNICATIONS

Our Communications department had the most challenging task during this pandemic crisis. All the needs of the Center were dropped on its shoulders to prepare the right tools to help the Center and the community:

- 1- Fundraising Plan: The plan for fundraising had to shift to the on-line arena. Many videos, flyers, stories, contents were created to keep the Center running smoothly financially.
- 2- Finding and implementing the tools for virtual activities and meetings.
- 3- Dealing with all challenging needs and activities to serve the daily programs. To the great team, which was led by Safa Hawash and Bushra Soltan, Aisha Abdalla, Salma Mahmood, and Haatim Athar. Thank you very much.

YOUTH

The Youth department created new venues for children, youth, and young professionals to teach, plan and have other suitable activities for their ages. The youth department created a program named "rising readers" to encourage the youth to love reading and have valuable time to learn other than sitting at home in front of their TVs.

EDUCATION

- 1- Weekly Friday reminders: We offered Friday Reminders in the absence of Friday Khutbas.
- 2- Educational Lectures: The department kept holding all the educational classes for community members i.e. tafseers for adults, tafseer for youth and Islamic Education for the deaf.
- 3- Limited Taraweeh: We opened Taraweeh prayers for only employees and volunteers in the last ten nights with on-line access to the community.

PUBLIC & GOVERNMENT AFFAIRS

Even during the pandemic, PGA kept pushing for better representation of the Muslim community, and encouraging its civic engagement. The goal is to continue to have our community engaged in the larger society.

OUTREACH

- 1- Virtual Community Nights: the department created our weekly Community Nights for the general population to keep the community connected with the Center.
- 2- Interfaith meetings: the Interfaith Outreach department created weekly interfaith meetings to discuss how to work together to reduce the stress level in the community and individuals through finding the proper services for everyone.

QURANIC SCHOOL FOR CHILDREN

Our weekend School tried its best with all the challenges to teach our own children the Quran and Islamic studies with very minimal fees and to keep the connection with the words of Allah and loving of Islam and His Messenger (PBUH)

BOARD MEMBERS

Alhamdulillah, the year of 2019 was a year of assessments in preparation for our next 5 year strategic planning. This gave us the opportunity to assess the strengths and areas of improvement that should be a priority for 2020 and the coming 5 years. Furthermore, we continued our work in an exemplary manner to develop our programming, administration, resources, and communications. Below is a summary of the major activities and programs.



Dr. Akram Elzend

CHAIRMAN

Dr. Essam Tellawi

VICE CHAIRMAN

Abdirahim Hussein Abdi

TREASURER

Nour Hawash

SECRETARY



Mirvais Ayubi

MEMBER AT-LARGE

Tuqa Nusairat

MEMBER AT-LARGE

Tammam Dandashi

MEMBER AT-LARGE

Fatima Abdallah

MEMBER AT-LARGE

Daoud Abul Hawa

MEMBER AT-LARGE

EXECUTIVE COMMITTEE



Br. Samir Abo-Issa

ADMINISTRATION



Br. Mohamed Oda

YOUTH



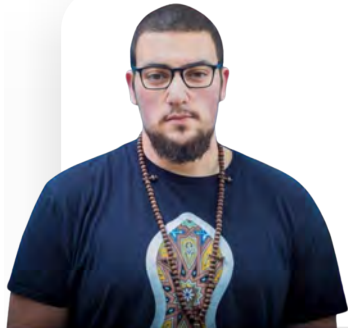
Sr. Ieasha Prime

WOMEN'S



Sh. Shaker Elsayed

FAMILY SERVICES



Br. Ibrahim Souadda

COMMUNICATIONS &
RESOURCE DEVELOPMENT

Safa Hawash
Bushra Soltan
Aisha Abdalla
Salma Mahmood
Haatim Athar.



Sr. Asli Amin

WEEKEND SCHOOL



Dr. Ahmed Hassan Mohamed

EDUCATION



Br. Saif Rahman

PUBLIC & GOVERNMENT AFFAIRS



Imam Naeem Baig

OUTREACH

Stacey Picard, Assistant Director
Nabila Oumsalem, Office Administrator
Lamees Althiabat, Office Support
Fatima Mhemdi, Sewing Instructor
Sawsan Bayazid, Thrift Shop Manager
Hamida Kedish, Thrift Shop Associate
Mohammed Jalali, Food Bank Support
Riadh Troudi, Food Bank Support
Latifa Ojja, Food Bank Support



Tahani Jabarin

SOCIAL SERVICES



SOCIAL SERVICES

In January of 2020, we started the year with a calendar full of classes and community programs, and filled with excitement about new and expanded offerings.

There were 100 students enrolled in classes and workshops that included Intensive ESL and English Conversation, Sewing, Computer Skills, Family Nutrition, Job Coaching, Confidence Cure Life Coaching for Women, and twice monthly CPR Certification Classes.

But when we were forced to lock our gates on March 13, 2020, everything was canceled.

It would become a year of COVID Emergency Response. Never wavering from our mission to provide services of faith and care for our community, we have worked tirelessly to provide assistance to people whose financial livelihoods were turned upside down due the pandemic.

The following is a recap of the Social Services work in an unprecedented year.



FAMILY ASSISTANCE

EMERGENCY ASSISTANCE

COVID-19 put an enormous financial strain on our most vulnerable community members. So many were reaching out to us in desperation not knowing where their next meal would come from or whether they would be able to pay their rent. We continued to provide case management, referrals and navigation to rent relief programs, domestic violence resources, immigration assistance, medical care and medications. Despite having no budget, no Jumma donations, and no proceeds from the DAH annual fundraiser, which was scheduled to take place one day after we closed our doors, our office continued to support families who were struggling financially, and were not able to benefit from the government stimulus funds. For those cases, we had to write our appeals to the community as we always had. We were able to provide emergency rental assistance to many families.

FOOD BANK

In 2020, our food distribution became a major program in ways we could not have anticipated, and we continued at each step of the way to increase our capacity and efficiency in order to meet extraordinary need with limited resources. Prior to COVID-19, we distributed an average of 4 tons of food each month. Since March, we have distributed over 20 tons of food each month, 5X as much.

SAFE HAVEN: FEED THE NEEDY

2021 will commemorate the 10th year of this valuable partnership with the First Christian Church and New Hope Housing. On the fourth Thursday of every month, we provide hot lunches to homeless and low-income families of all faiths and backgrounds in the neighborhood. As COVID risks increased, and other Safe Haven partners could no longer provide meals, our kitchen team and volunteers graciously answered the call to provide the lunches each week, instead of once monthly. During Ramadan, we coordinated with SevaTruck to provide the hot meals when we could not. Approximately 2,300 meals were provided by Dar Al-Hijrah in 2020.

FUNERAL EMERGENCY FUND

Janazah services were canceled due to the closure of the masjid, but we still worked with families after their loss of a loved one to provide support. The Funeral Assistance Program helps low-income families cover burial costs and organize the arrangements after the death of a family member.

REWORKING LOGISTICS AND SOURCING

In efforts to comply with the recommended safety protocols established by the Health Department and the CDC we moved our food distribution to our parking lot, and with the assistance of over 60 newly recruited volunteers, we held 42 drive-thru/walk-up food distributions, in cold and heat, rain or shine. To be able to increase our response as resources were decreasing, we retooled our food sourcing by rapidly onboarding with the Capital Area Food Bank. This has enabled us to access US Department of Agriculture emergency food programs, saving us tens of thousands of dollars in food costs, and has given us free access to new pantry software that allows us to better track and report our data. Fortunately, we also received truckloads of food donations from Islamic Relief USA, Penny Appeal, Zakat Foundation, The Church of Jesus Christ of Latter-Day Saints, the Baileys Crossroads Rotary Club, and others.

CARE TEAM FOR SENIOR CITIZENS

Realizing that our senior citizens were isolated at home, due to their higher risk of contracting COVID-19, we created a care team to check in on them on a daily/weekly basis.

DEEPENING COMMUNITY PARTNERSHIPS

To meet the increasing number of emergency requests for food assistance, we created a pantry of non-perishable staples, and we helped our friends at MAS start their own food distribution program, guiding them every step of the way and helping to connect them with food suppliers. We provided produce boxes, non-perishables and hot meals to community partners such as Second Story at the Culmore Family Resource Center, CASA, the Patrick Henry Family Shelter, Culmore Clinic, and the Vietnamese Resettlement Association. And we sent halal chicken to ALIVE, a nonprofit serving the growing Muslim population in the West End of the City of Alexandria.

WEEKLY FOOD DELIVERY

With the help of our volunteers, we continued to deliver food each week to those who are not able to come to our distribution due to old age, disabilities, or having younger children, among other reasons. We were able to deliver food to 75 households this year. Additionally, at the request of local school social workers and the Culmore Clinic we provided food deliveries to COVID positive households in the 22041 zip code, which was one of the top three infected zip codes throughout the duration of the pandemic, consistently testing over 50% positive. To this day, we continue to support families in quarantine referred by Fairfax County, school social workers, Culmore Clinic and others. We are proud to report, that with the help of our donors and partners, we have provided over 180 tons of food to our community in this unprecedented year.

FAMILY ASSISTANCE

(CONT.)

SAFETY AND HYGIENE KITS

During the pandemic, we distributed over 2,000 safety kits containing masks and hand sanitizer, and basic hygiene kits provided by our friends at Islamic Relief USA.

DIAPER DISTRIBUTION

We are proud to announce that in 2020, we started the long process of becoming a distribution partner of the DC Diaper Bank. We hope to be approved for the distribution of 5,000 diapers per month in early 2021.

HEALTH AND WELLNESS PROGRAMS

Our social services staff kicked off 2020 with ambitious plans for expanding our community health outreach. We began by hosting weekly Community Health Days, and coordinating monthly special sessions such as hearing and dental screenings. We were in conversations with the George Mason MAP Clinic Directors about expanding our health outreach as a satellite MAP clinic that could provide Tele-doc appointments, prescription services, and free school/sports physicals for kids. Unfortunately, these sessions and expansions plans were suspended, but we continued to provide access to health care in other ways. We secured over \$13,000,000 in needed medications and medical equipment from our partners for community members who could not afford them. And in October, we were designated as one of only two local community partners with Kaiser Permanente who would help to enroll those with no access to health insurance in their charitable health access plan. Nearly 200 people were enrolled.

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DENTAL CLINIC

On March 12th, we were just one week from opening our dental clinic. We had spent months, preparing the space, making best practice visits with other dentists, acquiring the equipment, instruments and supplies needed, and finalizing our approval as a NOVA Community College clinical site for dental assisting students. We had just held an open house for the board, staff, funders, community partners and volunteer dentists we had been recruiting for weeks. Of course, all of this was put on hold. In September, we partnered with The Fenwick Foundation to secure a dentist, and with extensive safety protocols in place our dental clinic was finally able to open its doors to our community on an appointment basis. The DAH Smiles Dental Clinic has served 46 patients, and another 21 appointments have been scheduled.

DAH THRIFT SHOP

Prior to COVID-19 our thrift shop was operating daily, serving many local residents. We provide vouchers ranging from \$25-\$100 to individuals in need of clothing or household items, and we meet with case workers who assist prisoners after they are released and whose clients live in low-income housing to make them aware of the shop and to provide them with special vouchers for their referrals. When the Commonwealth began to reopen, we developed new protocols to reopen the thrift shop gradually and safely, and we hope to be back to full operation in 2021.

FURNITURE DONATION

DAH connects donors to families in need of furniture. 18 families were connected with donors through this program.

LYFT RIDE CREDITS

We were successful in securing free ride credits from LYFT, to take the place of our ride program which had been suspended due to COVID-19.



A free community dental clinic

SELF SUFFICIENCY AND EMPOWERMENT

ESL CLASSES

The ESL classes that we offered in partnership with the Literacy Council of Northern Virginia, were well attended, we had expanded the program by adding a free, evening conversation class. When the pandemic struck, and classes could no longer be held on site, we added free online resources to our website.

COMMUNITY EMPOWERMENT

We were privileged to partner with ImpactTek, a new nonprofit partner that helps people gain financial self-sufficiency through IT training. Their president proudly reported that eight DAH community members have received a \$1,000 grant for IT training with the Re-Employ Virginians program and ImpactTek.

JOB FAIR

When we were forced to close in March, we were just two weeks from hosting our 2nd annual job fair which had been four months in the planning. We had recruited nearly 40 employers, and our team was delivering postcards to nearly 20 nearby apartment buildings, service providers and businesses that job seekers frequented. Unfortunately, the event never happened, but we are already working with our partners at Workforce Development Center in Alexandria and Virginia Career Works to plan a virtual job fair in 2021.

DAH SEWING ACADEMY

This program was launched in 2013 in collaboration with the family shelter, and in November, 2020, after a “pandemic pause”, we graduated our 13th semester of students. This program empowers women in the community by providing income-generating opportunities those who are under-skilled and minimally educated, and due to language barriers and raising their families, have been severely financially handicapped. On March 12, 2020, our spring programs were in full swing. Our sewing students were just two weeks away from graduating. We were beginning to explore possibilities for the summer professional externship we had started the year before. And we were researching co-op models and in meetings about starting a DAH sewing co-op that would employ our graduates as professional seamstresses in a worker/owner model. Unfortunately, all our plans were interrupted by the pandemic. Nonetheless, our wonderful sewing instructor and our Social Services team devised a way for our students to complete their course. The students received free fabric provided by Volunteer Fairfax to make masks to donate back to the community. This allowed our sewing students to produce a large quantity of face masks to complete their requirement for graduation. In November, just before the restrictions on gatherings were tightened again, we were able to hold the graduation ceremony and present them with their new sewing machines. Steve Mutty, CEO, of Volunteer Fairfax was our special guest, and Ma’sha’Allah, the women presented him with 1,500 hand-sewn masks.

CPR CERTIFICATION

DAH is a Red Cross Licensed Training Provider offering monthly Adult and Pediatric First Aid/CPR/AED classes in multiple languages at a cost 25% below the average in our area. This program is sponsored by United Healthcare & CarePeople. During the first three months of 2020 we held two CPR classes per month, one in English & one in Spanish, & nearly 60 students were certified. This program is beneficial to many women in the community who work in health care or childcare, & can earn a higher position and better pay with the certificate.

IKRAM FOUNDATION PARTNERSHIP

As part of the Social Services Department’s focus on education as a path to empowerment, we partner with Ikram Foundation by prescreening candidates for Ikram’s college assistance program, which provides financial aid to Muslim women who are widowed or divorced, to help them pursue a college education. We are so excited to provide this option to motivated women seeking higher education, who might not otherwise be able to afford it.

COMPUTER SKILLS

In 2020, through our continued partnership with Computer CORE we were holding computer skills classes twice a week, until they were suspended due to the pandemic. Through this partnership, Computer Core provides laptop computers and volunteer instructors to teach basic computer skills for home, school and work. We have since been able to secure a donation of newer laptops that will allow us to expand our classes and offer special technology workshops.

JOB CONNECT

In 2020, we partnered with our friends at Arlington Partnership for Affordable Housing (APAH) to offer weekly, drop-in job coaching sessions that included skills workshops, resume writing and mock interviews. When the program was suspended, we registered over 60 job seekers to receive weekly opportunities for virtual workshops and hiring event.

ENTREPRENEURSHIP BOOT CAMP

We have continued our partnership with Empowered Women International, a program of the Latin Economic Development Center, to offer a yearly entrepreneurship bootcamp for women who want to open a small business. Entrepreneurship is an important path to self-sufficiency for many in our immigrant community who might face barriers to traditional employment. Unfortunately, the fall program was cancelled in 2020, but we are already in talks to plan the 2021 program.

COMMUNITY PROGRAMS

RAMADAN
IFTAR
PROGRAM

RAMADAN
IFTAR
DELIVERY
PROGRAM

QURBANI MEAT
DISTRIBUTION

THANKSGIVING
DISTRIBUTION

RAMADAN
FOOD BOXES

ZAKAT AL-FITR
DISTRIBUTION

CHILDREN EID
TOY DRIVE

WORLD
REFUGEE DAY

BLANKET AND
COAT DRIVE

SCHOOL SUPPLY
DISTRIBUTION

FRIENDS
OVER 50

FAMILY
ENGAGEMENT
SERIES

FOSTER CARE
INFORMATION
SESSIONS

DAH IN THE
COMMUNITY

Y
E
K



Ramadan



Supplies



Eid



Community Engagement



Events/Observances

HIGHLIGHTS

42

FOOD DISTRIBUTIONS
(RAIN OR SHINE)

REWORKED

OUR FOOD SOURCING & ONBOARDING

REREGISTERED

CLIENTS WITH A NEW PANTRY SOFTWARE

OPENED

DAH SMILES: A FREE
COMMUNITY DENTAL CLINIC

2020

2021

- Growing our partnership with Islamic Relief USA
- Retooling our Path to Empowerment program
- Further expanding our dental clinic
- Slowly getting back to safely offering onsite classes and programs

Many thanks to the following key partners that joined efforts with Dar Al-Hijrah in helping us meet the needs of our community in this unique year:

ACT for Alexandria ♦ American Halal Meat ♦ Anthem HealthKeepers ♦ Bailey's Crossroads Rotary Club ♦ Capital Area Food Bank ♦ CASA ♦ Coastal Sunbelt Produce ♦ Culmore Clinic Fairfax County ♦ Food for Others ♦ ICNA Relief ♦ Islamic Relief USA Kaiser Permanente ♦ La Pita Grocery & Bakery ♦ No Kid Hungry ♦ NOVA Scripts Central ♦ Penny Appeal USA ♦ SevaTruck ♦ Skyline Pharmacy The Church of Jesus Christ of Latter-Day Saints ♦ United Healthcare ♦ Zakat Foundation of America

We offer our heartfelt gratitude to the non-profit organizations, masjids, and Islamic centers that consistently accept the clients we refer to them, provide assistance, and tirelessly work alongside us on our mission to build a better community. Special thanks to Islamic Relief USA for their partnership in meeting the most urgent needs of our community in creative and sustained ways.

We are ever grateful to all of our donors, volunteers, local businesses, funders, and community partners who have joined us in serving our community. Our success would not be possible without you. If you would like to support our programs, please contact the Social Services Office at SocialServices@Hijrah.org



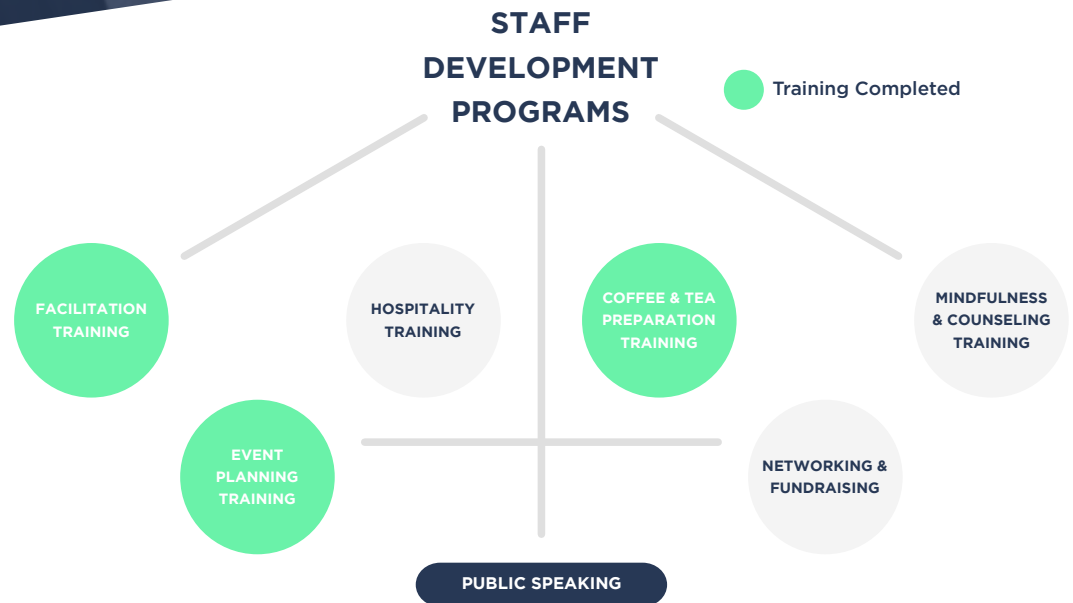
YOUTH

We are dedicated to cultivating a strong sense of Muslim identity and belonging for our youth, young adults and young professionals. This is done by the various programs we organize from social to educational as well as religious and spiritual programming. As we move into 2021 we are creating a series of outdoor activities and educational initiatives that can allow us to meet in-person while simultaneously being health conscious and practicing social distancing restrictions as we gear up for various sports activities.

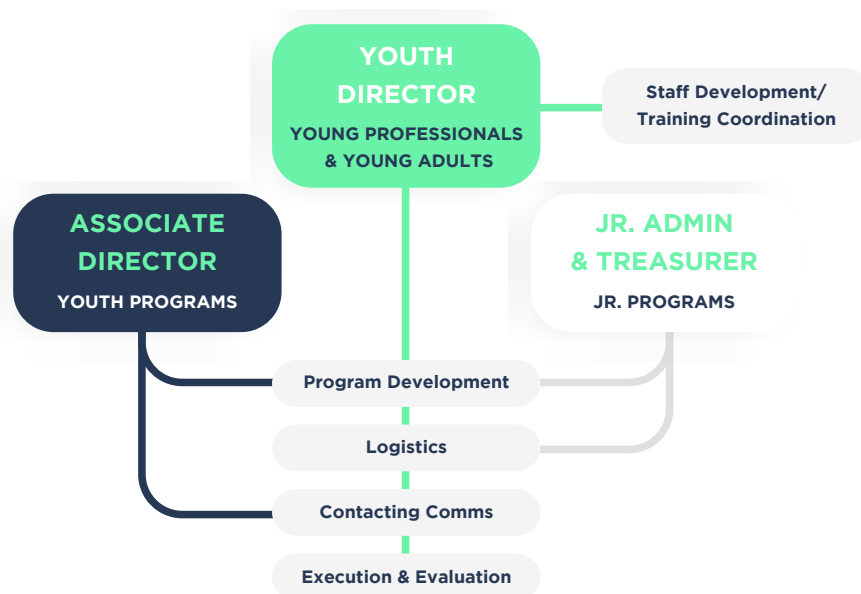


STAFF DEVELOPMENT

Preparing the youth to carry on and continue is an integral component of the Youth Department. From as late as November 2019 measures were developed to ensure a successful succession strategy. We have Three positions currently in the Youth Department. The Junior Admin shadows the Associate Director and the Associate Director shadows the Youth Director passing skills and connects which will allow the preceding staff to function seamlessly as the inevitable transition arrives.

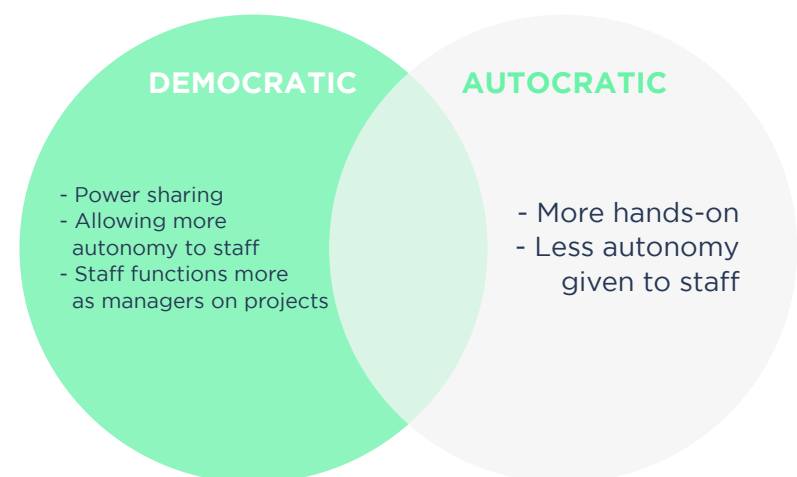


WORKFLOW



MANAGEMENT

For 2020 we adopted a Democratic Management Style. For 2021 we will adopt a fusion of a Democratic Management Style and Autocratic management Style.



SPEAKERS & STATS

Alhamdulillah! We didn't Have to use our budget to book any of the guest speakers we brought out For 2020. That's right! They spoke for free! May Allah bless them for being so generous! Of course this isn't sustainable and for 2021 we have some speakers we would like to bring out again and also add new names to the Lineup!

WE USED LESS THAN
\$1700

FOR ALL OF OUR PROGRAMS IN 2020

STATISTICS

Thanks to COVID-19 we were able to reach more people. Now we have a series of in person gatherings to increase community engagement.

237

PROGRAMS ORGANIZED

22,133

PEOPLE SERVED



3546
views



7553
views



420
participants



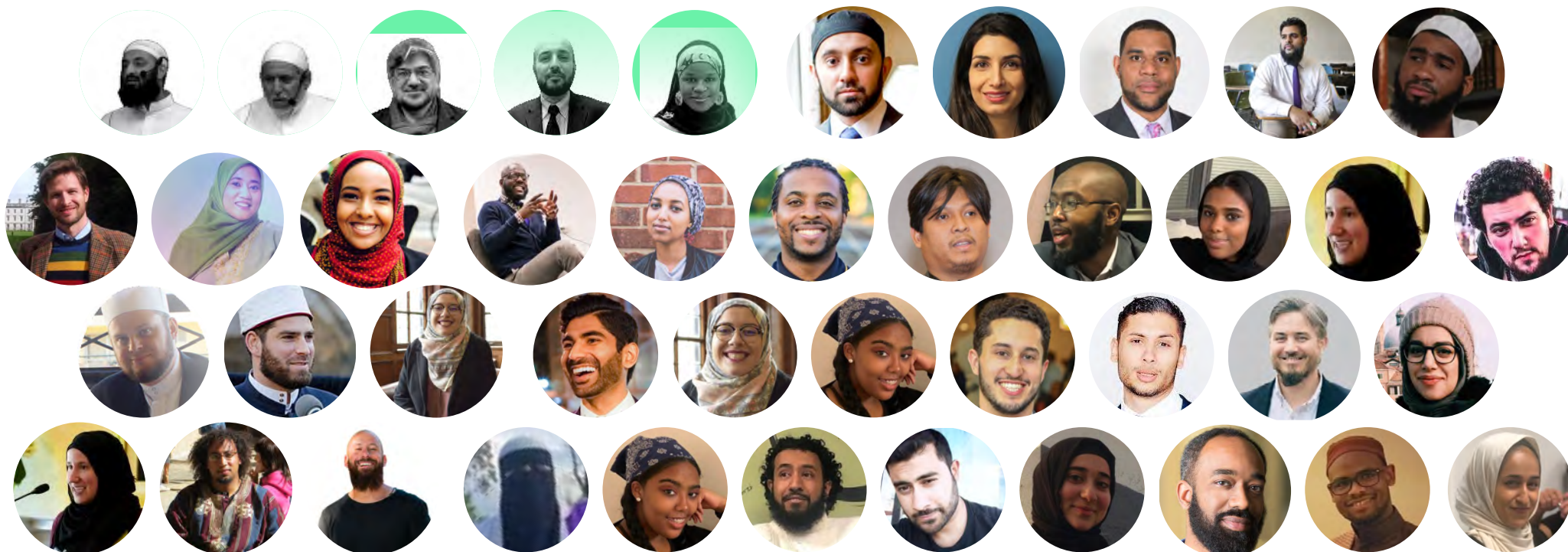
8849
views



1765
in-person participants

SPEAKERS & VOLUNTEERS

Indicates DAH Staff




PROGRAMS

RAISING READERS
(Ages 0-5)




1575 people served

JR. JOURNEY
(Ages 3-5)



448 people served


JR. JUMMAH
(Ages 6-12)



392 people served

QURAN FOR YOUTH
(Ages 8-13)

YOUTH TAFSEER CLASS
Every Other Sunday at 8:30 PM




300+ people served

JR. PROGRAMS


YOUTH PROGRAMS

FAST & LEARN
(Ages 13-17)



2066 people served

GOOD COMPANY
(Ages 13-17)



228 people served

30 DAYS OF POETRY
(Ages 13-17)




300+ people served

YOUNG ADULTS


THIRST FOR KNOWLEDGE
(Ages 18-24)

THIRST KNOWLEDGE




1575 people served

JOURNEY OF THE HEART
(Ages 18-24)



420 people served

MERCY MERCY ME
(Ages 18-24)




58 people served

YOUNG PROFESSIONALS


LOWERING THE WATERLINE
(Ages 25-40)

LOWERING THE WATERLINE
Wednesday at 7:00 PM




302 people served

COOL BEANS
(Ages 25-40)



60 people served

THE THIRD RAIL
(Ages 25-40)



3860 people served



WEEKEND SCHOOL

The Dar Al Hijrah Weekend school is built on the foundation of the teachings of the Quran and Sunnah. Our mission is to create a safe Islamic environment to guide students to reach their full potential and has done so since 1995.

Earlier this year, prior to a nationwide lockdown, the weekend school participated in many activities including Quran competitions and field trips. Top students in the class were awarded a trip to the bowling alley where they played with their classmates. International day is an annual event we host. Our body of students is extremely diverse and to highlight their backgrounds we encourage students to dress in traditional clothing, present on their countries, and enjoy cultural foods with their classmates.

Our goal at Dar Al Hijrah Weekend School is to create a learning environment where the students will enjoy their time and love the beautiful language of Arabic and the beautiful religion of Islam.

YEAR IN REVIEW

SHIFTED GEARS

Due to the Coronavirus Pandemic, the weekend school had to shift gears to adapt to the new environment whilst still upholding the high standards of education. Our Quran, Arabic, and Islamic Studies curriculum is reviewed after each school year by teachers and weekend school administrators to ensure that the best educational quality is presented. Our goal of increasing Arabic reading fluency is still present in our curriculum and our switch to online has not hindered our goals.

BEING ONLINE

Despite being online, our teachers are continuously encouraged to find innovative and reactive methods of education. Upon the switch to Zoom, each teacher also completed training on Zoom to ensure the highest quality was presented. Interactive techniques were discussed such as the utilization of the whiteboard, sharing the screen, and class presentations.

OUR SESSIONS DECREASED IN TIME

Due to the Coronavirus Pandemic, our sessions decreased in time to adapt to the online learning environment. Attention span was a major issue when planning online learning and to ensure our students remained on task and did not over exert their energy, we ensured each class would be two hours and a half. In these sessions our three main subjects of Quran, Arabic, and Islamic Studies are continuously studied.

THREE CLASSES OPEN

This semester we have three classes open due to the pandemic and we have plans to open up more next semester. One of the classes we are planning to open is a Quran memorization only class. This class will be able to have students from different age and level groups.

FINANCIAL BURDEN ON FAMILIES

Due to the pandemic's financial burden on families and the decreased time for classes, we lowered tuition for this semester for students. Education is our number one priority and we did not want to impose financial burden during these difficult times. Currently tuition is 200 per student up to the third child who has 50% off.

BREAKDOWN OF CLASSES

The current breakdown of classes during online is as follows:

- **Quran** for 50 minutes followed by a 10 minute break.
- **Arabic** is as follows for 45 minutes followed by a 5 minute break.
- **Islamic Studies** is at the end of the lesson for 40 minutes.



OUTREACH AND INTERFAITH

The Outreach and Interfaith Department was not able to continue with the regular programs and some popular large events like the “Taste of Islam” but, alhamdulillah, we were able to utilize technology and came up with ways to keep on holding most of the programs and engagements through online platforms. We were faced with the effects of the growing pandemic; not only did we continue our signature interfaith and outreach educational programs that went to Zoom webinars as restrictions tightened.

We also noticed that in the later part of the year the zoom challenges and zoom fatigue affected event attendance numbers especially for Solidarity Cup of Tea.

When America witnessed the murder of George Floyd in Minneapolis by the police on national television, once again we were charged to support the Black Lives Matter community protests in DC; we marched against Racism, Colorism, Voter Suppression, and even found creative ways to challenge systemic racism by hosting and facilitating webinars on Police Reform, and, we now continue the struggle for equity and fairness in delivering justice.



NEW PROGRAMS AND INITIATIVES

During this year we were able to strengthen our Reverts support programs and worked with other departments in using technology for our community outreach initiatives. We explored and encouraged talents within our own community during our Community Night events. The following Highlights present a look into Outreach and Interfaith Department efforts in this unique year of historic proportions:

COMMUNITY NIGHTS

This was a collective effort of all the departments but organized by the Outreach Department. Alhamdulillah we held 6 Community Nights in Ramadan and now we are holding these Community Nights on monthly basis. This program offered a virtual space for our community to come together and feel connected with our Masjid and community.

Formats: 60-90 Minutes long webinars

Topics: Educational, spiritual, announcements, entertainment, Islamic Quiz competition, Nasheeds and cooking competition

QURAN STUDY 101 & 102

Learning to recite the Quran and simple steps towards understanding of Quran are covered in these classes. The Quraic Study class is held on every Sunday morning. We have two volunteer teachers who are assisting with this class. Now we have two separate sessions due to new students.

Number of Classes: 46

Attendance: 4-10

Teachers: 3

REVERTS SUPPORT DEPARTMENT

This year we were able to focus on New Muslims or Reverts and their educational, spiritual and social needs. This takes a lot of time and trust building. Any person taking a major decision like reverting to Islam is in need of lot of support.

Shahadahs: We had 12 Shahadahs during this reporting session (January to November)

REVERTS COUNSELING

Our new brothers and sisters need advice and counseling in different matters such as how to deal with their families, how to address the issue of boyfriend/girlfriend, how to seek marriages and more.

MENTORSHIP

Alhamdulillah, we have a few volunteers who are now assisting in offering mentorship to our new Muslims

DAWAH LITERATURE DISTRIBUTION:

Community members are reaching out to the Outreach department for copies of Translations of Quran and Dawah brochures. We offer brochures in English and Spanish languages.

EDUCATIONAL CLASSES

Alhamdulillah, we are holding weekly Islamic Studies Class on every Thursday evening. In this class, which we started in Ramadan and with 5-6 students, now we have 25 students who attend these classes. The topics covered are: **Eman and aspects of Eman, 5 pillars, Islamic morals, Jesus and Mary, Introduction to Quran and many more**

Number of Classes: 30+

Attendance: 5-26

Speakers: 6

TOASTMASTERS

This is a National program which trains people of ages 16 and up on how to give presentations and talks. This initiative "Speaking for Change" is in its second 6th term. We maintain and create biweekly agenda (First Wednesday and Third Saturdays). We started this program at Dar Al-Hijrah earlier this year and are covering the membership cost for many of our community youth

Number of registered participants: 22

Number of programs held: 24

NEW PROGRAMS AND INITIATIVES

(CONT.)

The following is a list of programs and/or events which were planned and held or partially held:

- **TASTE OF ISLAM**
- **SOLIDARITY CUP OF TEA**
- **JUSTICE FOR JUNIORS**
- **INTERFAITH LEADERSHIP LUNCHEON**
- **'WE ARE YOUR MUSLIM NEIGHBOR' NEIGHBORHOOD VISIT**
- **PATIENT AND FAMILY CARE PROGRAM**

- **RAMADAN PROGRAMS**
- **911 UNITY WALK**
- **STUDENT TOURS**
- **FRIDAY KHUTBAS AT INOVA HOSPITAL**
- **VOICE ACTION**
- **SOSS - SISTERS OF SALAAM SHALOM**

INTERFAITH

The Outreach and Interfaith Department of Dar al-Hijrah is a member of the following Interfaith, Interfaith and Social Justice organizations and regularly participates in the activities of these organizations:

CULMORE CLINIC

A community clinic which was started at Dar Al-Hijrah. Now this clinic is running at the First Christian Church. We sit on the board of the Culmore Clinic. We provide lunch once a month to the needy at First Christian Church.

US COUNCIL OF MUSLIM ORGANIZATIONS

Dar Al-Hijrah regularly participates in the meetings and program of USCMO,
Number of Meetings and Engagements: 25+

CLERGY LEADERSHIP COUNCIL OF FAIRFAX AND CCFAC

We are member of this council and regularly participate and represent Dar Al-Hijrah in the Zoom meetings. Deputy Director was appointed to the elections subcommittee.

DESCENDANTS OF ABRAHAMS

This program was started last year with Temple Agudas Achim, to discuss religious educational topics which are common between Muslims and Jews, this year we were able to hold 3 programs.

FAIRFAX MULTICULTURAL ACTION COMMITTEE

Participate in the programs and meetings, attended monthly updates on COVID restrictions and Community effects

VIRGINIA COUNCIL OF MUSLIM ORGANIZATIONS

Dar Al-Hijrah is a founding member of VCMO and currently we sit as Vice Chair on the board of VCMO.

Number of Meetings and Programs: 8

TYSONS INTERFAITH

Outreach department is facilitating series of webinars on Racism, such as **1)** What has been learned about racism in our country during the pandemic; **2)** How do we shift human consciousness to change policies that sustain racial inequity; and, **3)** What is positive in the chaos we are experiencing that can enable us to build a future?

Number of Engagements: 12

INTERFAITH COMMITTEE OF GREATER WASHINGTON

IFCW Annual Unity Walk was virtual this year, and DAH outreach, in support, submitted a virtual tour video for the diverse audience of over 100.

ICD INTERFAITH COMMUNITIES FOR DIALOGUE

Dar al-Hijrah is a founding board member of ICD. This year other than regular meetings our proposal to hold discussions on Systemic Racism was warmly accepted and Deputy Director of Outreach is leading a series of four webinars on Racism through discussions on education and justice in relation to systemic racism- weekly and monthly meetings include the planning and organizing webinars and its panelists on Police Reform

Meetings and Events: 24

BLACK LIVES MATTER

Civic engagement efforts include procuring outreach volunteer team (volunteerism and activism); and lead on March on DC In the wake of the Murder of George Floyd; NAACP protest; 14th Baptist Church Protest

OTHER ENGAGEMENTS AND PARTICIPATIONS:

**Guest of Delegate Kaye Kory
webinar on Elections 2**

Outreach Administrative -
outreach communications and
photos; staff and planning
meetings etc;

**Podcast guest with Nova
Student on Racism and Politics**
Fairfax Faith and Equity -
webinar participation

Fairfax Juvenile Court support -
court and School hearing
advocacy

- Family Court advocacy - two cases for DAH. congregants
- Community Mentorship - College prep for 11/ college students
- We recorded Public Service messages in Urdu for Fairfax County PSAs and website, especially regarding Covid-19

Rabbis and Imams Summit Meetings: Muslim and Jewish Clergy of VA, MD and DC, working against Hate Crimes; building bridges and, event planning for annual summit for community relations. 4x/yr

MD mentorship for teens and young adults with field trips- 4x/yr - photos sent to Communications;

Represented Dar Al-Hijrah at an Interfaith Program regarding refugees at Georgetown University

Hosted a webinar on Islam with students from Arlington public school

Rabbis and Imams Summit Meetings: Muslim and Jewish Clergy of VA, MD and DC, working against Hate Crimes; building bridges and, event planning for annual summit for community relations. 4x/yr

Sheppard Center -
Outreach-Speaker : presentation on Basics of Islam • 11th Summit - VACALAO (Latino Organizations of Northern VA) outreach moderated with other attorneys on Police Reform Panel



ANNUAL REPORT 2020

RELIGIOUS AFFAIRS



OVERVIEW

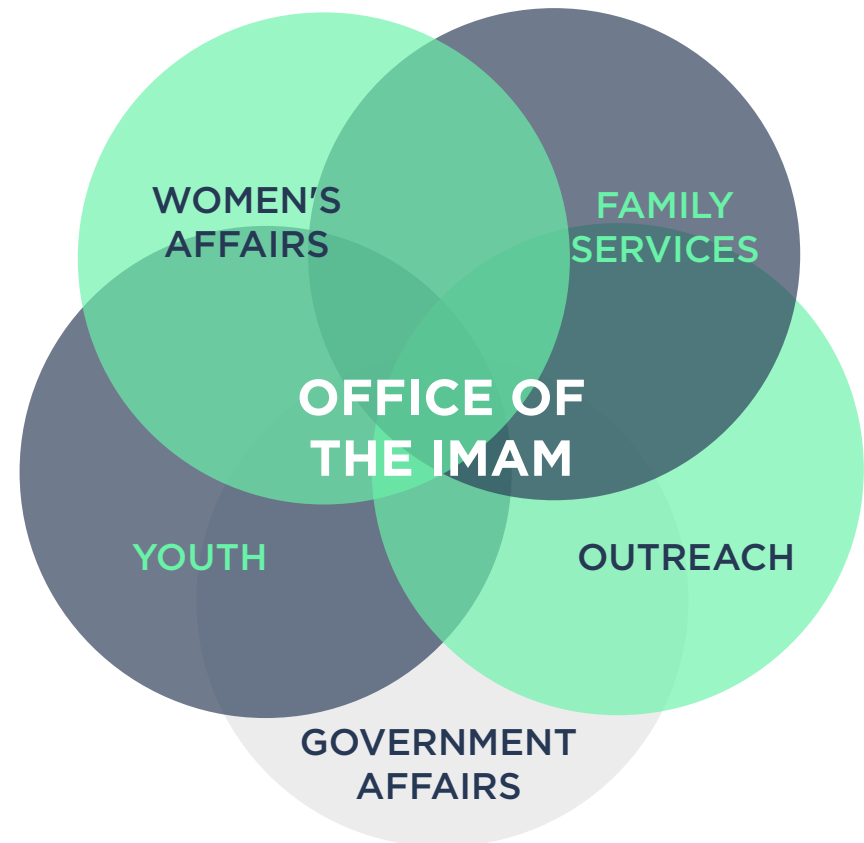
OBJECTIVE

To please Allāh by serving the spiritual, educational, and communal needs of our congregants and community

GOALS

- To provide spiritual direction
- To provide educational services
- To encourage civic engagement

INTER-DEPARTMENT ROLE



2021 OUTLOOK

Relationship
Building

PHASE 1

Implementation

PHASE 2

Educational
Institution

PHASE 3

PROGRAMS & ACTIVITIES

SPIRITUAL & EDUCATIONAL

- Friday Khutbah
- Nightly khatīrah after Maghrib and 'Ishā
- Weekly Fajr khatīrah
- Community Night

RITUAL

- Daily Prayers
- Janāzah Services

CLASSES

- "Lowering the Waterline" - YD
 - Online
- "Cool Beans" - YD
 - Georgetown waterfront
 - Lincoln Memorial
 - Mosaic
- "Islam 101 for Reverts" - OD
 - online
- Weekly Tazkīyah class
 - Hybrid (staff in person rest online)

THINK TANKS

- DAH Educators
 - meet twice a month for strategic educational planning
- Youth+Outreach Departments
 - meet once a month for strategic planning and upcoming events
- Government Affairs
 - Infrequent meetings on political direction and outlook

QARI PROGRAM

- Have local ḥuffāz lead different prayers
- Have 10+ ḥuffāz in addition to myself, Mahmood and Shakir leading the prayers
- Purpose
 - Encouraging participation - more youth have requested to join
 - Seeing more youth attend because their friends are leading
 - DAH has become a meeting point for the youth

SPIRITUAL ENGAGEMENT

- Pastoral Presence
 - Increased visibility and availability around prayer times
 - Presence brings solace and trust
 - Public questions
 - Open door policy
 - Developing relationships with staff
 - Have personally visited and sat with all staff in their offices for different discussions
 - Implementing "Introduce Yourself" program after prayers (courtesy of Naem)

SOCIAL ENGAGEMENT

- Social Night
- Car Meet
- Cycling Club
 - <https://www.strava.com/clubs/hijrahcycling>
- Running Club
 - <https://www.strava.com/clubs/hijrahrunning>
- "Connections"
 - Hiking in different localities
 - Walking around the Capitol Building area

CIVIC ENGAGEMENT

- FAITH + VOICE Initiative
- VPAC meeting
- EngageUSA meeting

PASTORAL CARE

- Expanded consultation availability of myself, Shakir, Naem and leasha
 - <https://hijrah.org/appointments/>
- Currently providing pastoral care for a number of congregants
- Expanded pastoral care hours by complementing Shakir's availability
- Marriage license (processing)

SUPERVISION & SUPPORT

- Providing support via meetings and discussions to Outreach Department
- Providing mentorship to Youth and Communications Department
- Support to Family Services via consultation and availability
- Support to Women's Department via availability

PROFESSIONAL DEVELOPMENT

- Staff trainings and workshops
- Conceptual and theoretical



Activity



Programs

PHASE 1: RELATIONSHIP BUILDING

COMMUNITY APPROACHES

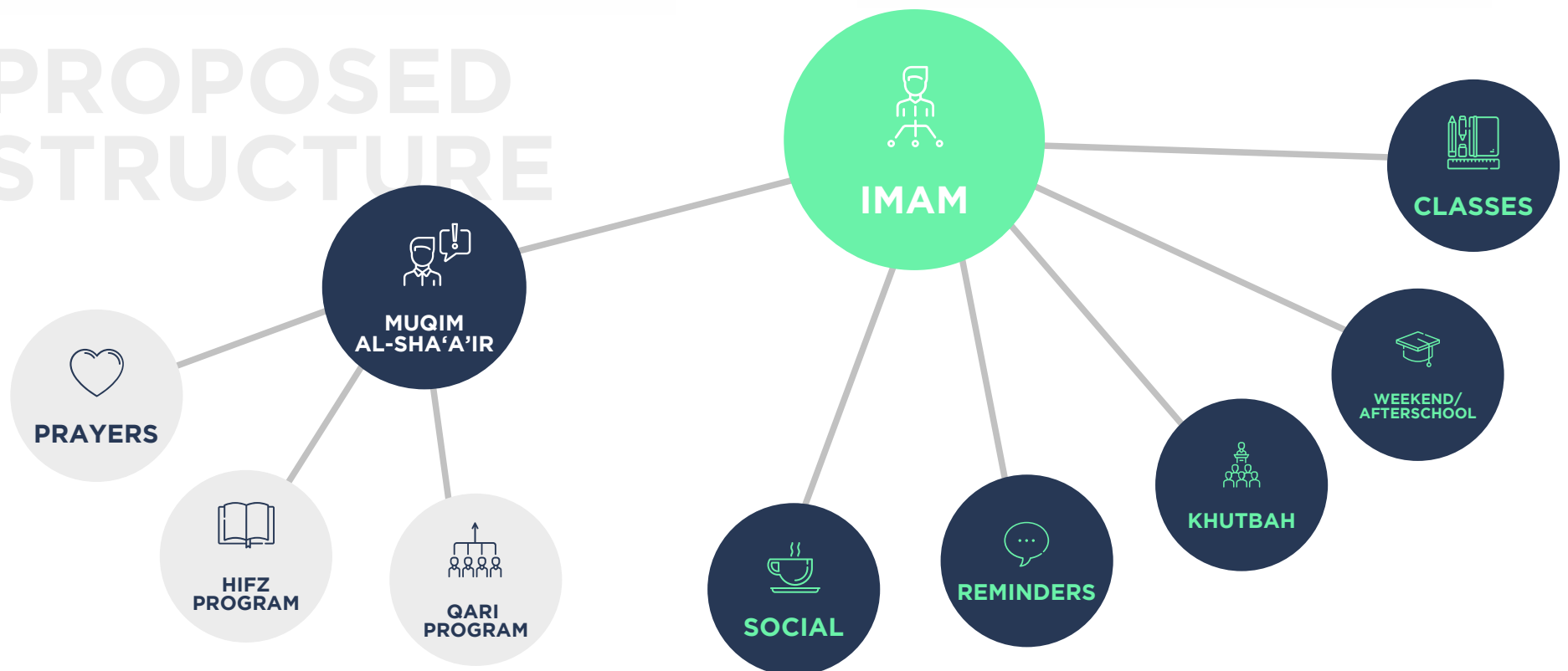
Thematic Implementation in:

- Friday Prayers
 - Introduce khutbah rating app/machine
- Daily reminders (after Fajr and Isha)
 - Different speakers
- Pastoral Presence
- Weekly Class
- Qarī Program
 - Drawing on local talent
- Ḥifz Program
- Social Activities
 - Cultural Nights
 - Conferences
 - Expos

INSTITUTIONAL APPROACHES

- Bringing more congruence to current programming
- Implementing/discussing a syllabus with the Outreach and Youth Departments and Weekend School program
- Discussion of more educational opportunities
 - After school programs
 - Partnering with current institutions
 - Etc.
- Seeking support avenues for Women's Department, Government Affairs and Family Services
- Creating a logistics committee to keep transparency between programming and venues
- Begin branching into other localities of Northern Virginia
 - Ideally have at least one branch at the end of phase 1

PROPOSED STRUCTURE



PHASE 2: IMPLEMENTATION

COMMUNITY APPROACHES

- Continue to build on themes from phase 1
- Introduce vetting programs for participation via DAH certification:
 - Friday Prayers
 - Khaṭīb training
 - Daily reminders (after Fajr and Isha)
 - DAH syllabus
 - Weekly Class
- Introduce more speakers from graduates of DAH programs
- Qarī Program
- Drawing on local talent and choosing those who take our Qarī etiquette course
- Ḥifẓ Program

INSTITUTIONAL APPROACHES

- All programs under thematic structure with courses being offered via DAH syllabus
- Syllabus in place for
 - Outreach Department
 - Youth Department
 - Weekend School/After School
- Support staff trained for
 - Women's Department
 - Family Services
- Logistics Committee managed by lower staff
 - Training to move into higher positions
- Discussion of succession planning with different committees
- Managing and expanding the umbrella organization throughout Northern Virginia

PHASE 3: EDUCATIONAL INSTITUTION

COMMUNITY APPROACHES

- Continue to build on themes from phase 2
- Certification courses in place and being taught by older graduates
- Graduates creating new courses and managing

INSTITUTIONAL APPROACHES

- Higher education ran by 'Adalah Institute' under the DAH umbrella
 - Seminary for graduates of traditional educational institutes
 - Bachelor's and Master's level programs
 - Online syllabus of course offerings
- Modernizing syllabi to deal with new challenges
 - Meeting with different levels of staff to discuss new challenges
 - Elementary - Young Professionals
 - Middle - Retired
 - High - New Muslims, etc.
 - College
- Succession Planning
 - Hiring junior imams for branches
 - One will eventually take my current position
 - Preparing an advisory/consulting position for myself
- Leveraging our MAS resources to brand throughout the US

END GOAL

Developing tolerance in our community and become a true model of tolerance for others.



WOMEN'S DEPARTMENT

2020 has proven to be a challenging time for all of us. However, Dar al Hijrah has proven its strength, resilience and flexibility. The Women's Department has also worked to be in line with this vision and mission to serve, educate and empower. There were several collaborations with other departments which served to consolidate our efforts and present to the community as a united front. In addition, shared programs allowed for shared responsibilities, shared resources and contacts. Of course with Covid 19 and moving all of our programming online, there have been challenges. Yet, overall the women's department was able to continuously serve, educate, empower and strengthen the Sisterhood within Dar al Hijrah.



COUNSELING

Providing counseling hours and sessions has been crucial during the Covid 19 pandemic era. Many faced anxiety, spiritual crisis, domestic violence and marital strife due to the lockdown. These struggles and need for pastoral care spanned across age, race and class. Alhamdulillah, we were able to provide such needed pastoral care, religious advice and mental health support for **over 60 women and families**. We addressed matters such as family conflict and violence, depression, loss of faith, loss of jobs and advice regarding educational goals and changes.

60+
CLIENTS SERVED

128+
HOURS OF COUNSELING
AND PASTORAL CARE

OUTREACH

KAYE KORY TOWN HALL

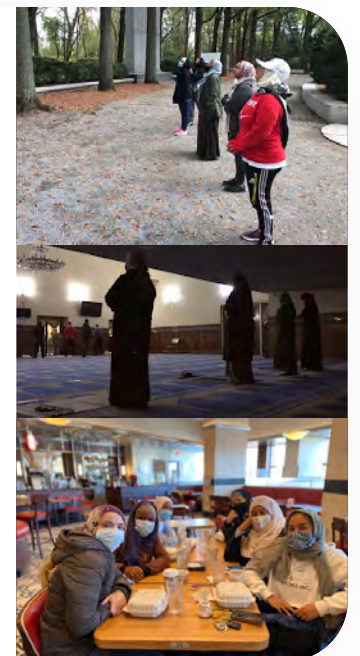
Kaye Kory of Fairfax county held a Town Hall meeting to address Criminal Justice Reform. During that Town Hall, I represented Dar al Hijrah to the community at large. It was attended by over 300 people. I spoke and answered questions regarding the Muslim communities view and participation in campaigns on the topic. In addition, I addressed a forgotten portion of the prison population who are underserved and often discriminated against greatly, Muslim women who are arrested or held in jail and/or prison.

In addition to the above, we worked collectively with a team to address the presence of significant Muslims in general and African American Muslims in particular within the Fairfax County curriculum reform. They are currently reviewing their civil rights studies within their curriculum and wanted to engage Muslim leaders on the role of Muslims. This is a long term endeavor, However, the process has begun. We were successful in including Juneteenth to at least be taught as a significant day in American History

SISTER'S FAJR CLUB

Sister's Fajr Club is a time when Sisters are getting together and praying fajr, doing the morning adhkar and providing spiritual and moral support for each other. Normally, it is a daily program that happens virtually. However, once a month sisters get together in person to pray at Dar al Hijrah, meet for breakfast and then do a morning nature hike. During the nature hike, we recite the Quran and the morning adhkar. In addition, we will stop along the way and do morning exercises. It is usually attended by ten or more Sisters who are feeling the need to connect to their community to provide emotional and Sisterly support.

We choose different locations around the DMV area to provide opportunities for learning and development. It allows the women to bond around a shared experience.



EDUCATION

Education in the Women's Department is focused around three areas:

1. Develop strong religious literacy of legal matters relating to obligatory worship
2. Build a strong relationship with the Quran
3. To have enough knowledge to hold firm to one's deen during difficult times.

RELIGIOUS TEACHING

- 50+ hours (via Deen Intensive: Thirst For Knowledge, Sister's halaqa and small group instruction on traditional texts of Aqeedah, Fiqh and Tazkiyah
 - Deen Intensive- 20+ participants participated in a three week series relating to the fiqh of worship. Each session 3 hours. This year we were joined by other teachers to expand the panel of teachers and to attract more students. This is the 3rd year we were able to organize the deen intensive. Although it was online, it still was at the full capacity expected for attendees.

CONSOLIDATING HOPE

This was a six week series dedicated to inspire and encourage the Dar al Hijrah Community and beyond. It was attended by more than 30 people each week live, over 500 on Youtube and more via Facebook live. Topics ranged from Contentment with Divine Decree to Patience with Hope.

WEEKLY WOMEN'S HALAQA

Every Tuesday from 7:00-8:30 there is a women's halaqa attended by about 25- 30 women weekly. We have covered such topics as Aqeedah, Stories of Women in Quran, Tafseer and meanings of Prophetic dua.

This group has also developed a Whatsapp group of about 219 women. (increased from 115 in 2019). The group is very active is using it as a forum for follow up questions about weekly classes, to share notes for those who weren't present, presenting lectures by scholars on similar topics and to support each other with spiritual and family struggles.

Since Covid 19 restrictions, we have moved our class online. We have the same amount of participants online as we did weekly for class. Every week is attended by at least 20-25 women.

WINTER RETREAT 2021

After taking a survey from the women of Dar al Hijrah regarding an online retreat there was an overwhelming response that they felt the need to have it even if it was online. Hence, we have decided to host a women's retreat online. The retreat consists of lectures that are focusing on spiritual development, mindfulness and connection with the Quran. We will begin with reciting the morning adhkar after fajr, recitation of Yasin with dua. After, we will rejoin for a series of lectures. There will be mindfulness exercises and even interactive art with calligraphy. The objective of the retreat is to provide encouragement for mothers who have been isolated during COVID-19, relieve anxiety for those experiencing major life changes and provide perspective from the Quran and Prophetic traditions to give insight and hope. Usually we have about 20 women participate in the annual retreat. We expect the same amount to participate in the online version.

FAJR CLUB

Every morning after fajr at 6:30, the women's whatsapp group join together in a zoom meeting to recite Surah Yasin and morning adhkar. More than 30 women attend. This provides a tremendous opportunity for women to connect and find religious support and spiritual upliftment. The group is diverse and includes Arabs, Pakistanis, East Africans, indigenous Americans. Their ages range from 20- 47. The diversity in their ages, ethnicities and social background is not only a reflection of the women's department but a consistent trend within our program participants.

STRANGE FRUIT: CSR

(Combatting Structural Racism) This program was aimed at addressing the rising racial tensions in America after the George Floyd murder by police officers. This was a collaboration between our department, Youth and PGA. It was attended by over 60 on zoom, and over a hundred on facebook live. It served a huge purpose in addressing internal racism within the Muslim community and sparked much needed conversation around race with the Islamic context.



COMMUNICATIONS DEPARTMENT

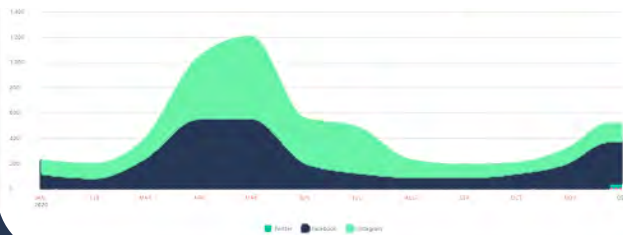
What started off as a year filled with ambitious resolutions to improve the on-site masjid experience, ranging from new Ramadan live feed technology to doubling the department capacity, quickly took a turn of events. Omar Soltan bid farewell to his position of 5 years as the Communications Director and founder of the department to pursue greater opportunities and continue to give back to his community. Within 24 hours of this news, Dar Al-Hijrah switched into full COVID-19 emergency response in efforts to preserve the health and safety of its constituents; From this moment on, the communications department was tasked with fully digitizing masjid operations, providing emotional and educational support to elderly community members who felt the impact of quarantine harder than others. Dar Al-Hijrah quickly became known for its signature Community Nights, which brought together community members across many state lines for reflections, laughs and the support of various causes. For the Dar Al-Hijrah communications department, this new normal broadened our horizons and gave a new name to thinking outside of the box. We look forward to a new year of innovation and expansion under the leadership of Br. Ibrahim Souadda, Director of Communications and Resource Development.

ORGANIC PERFORMANCE

The Communications department impressively developed almost 2,000 graphics in 2020. We also upgraded our livestream efforts resulting in over 50 streams with a 265% Increase in Views and 308% Increase in Video Engagement. All in all, 2020 brought many challenges that this department took head on. The unprecedented times led to a needed re-evaluation of our marketing and communications needs and has set us on a path to success and new found creativity in 2021 by the grace of Allah SWT.

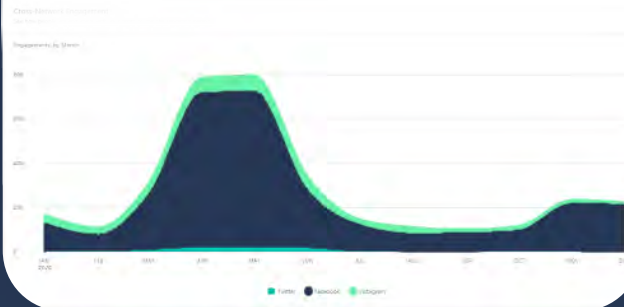
CROSS PLATFORM ANALYTICS

We experienced an increase in followers during the beginning stages of COVID-19 through May and then a leveling out of audience growth for the next several months. You can now see that starting in November an increase in the number of followers has started to rise again.



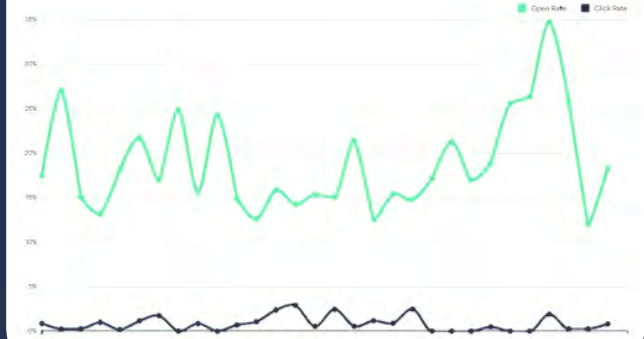
PLATFORM ENGAGEMENT

Below is an audience engagement report for 2020 illustrating a massive increase in engagement on Facebook and Instagram at the onset of COVID-19 through May followed by a leveling out for the next several months due to audience burn out. You can then find a new increase in engagement beginning in November.



EMAIL CAMPAIGN PERFORMANCE

What we can learn from the above graph is that our highest performing campaigns are our weekly newsletters as well as our community condolence emails. We see a rather stark distinction between open rates and click rates leaving much room for growth in our email marketing tactics.



EMAIL AUDIENCE

Dar Al-Hijrah uses Mailchimp as our email client. Above is an overview of our total number of contacts as well as our specific Subscriber count for our Newsletter group, 7,307. We also see that almost 2,000 contacts have chosen to unsubscribe from our email list. We also performed an internal cleaning of just over 2,000 inactive subscribers. Lastly we can learn that only about 10.8% of our subscribers actually open our emails and of that, only .5% of our subscribers click through the links with-in the emails.

7307

SUBSCRIBED CONTACTS

1766

UNSUBSCRIBED CONTACTS

2117

CLEANED CONTACTS

PAID PERFORMANCE

1. We have got a total revenue of \$220,256.56 on the spent \$61,750 including both the platforms - Google ads and AdRoll.
2. We have got a total revenue of \$147,571.61 on the spent of \$35,319 from social Platforms.
3. We have reached 886,785 people in year 2020 from social Platforms
4. We have got a Total Revenue of \$64,539.62 during the period of Ramadan from Google & Adroll.
5. We have got a Total Revenue of \$8,532.52 during the Period of Qurbani from Google & Adroll.
6. We have achieved top position in Auction insights.
7. Video campaigns for Masjid crisis and Renovation are performing very well, we have updated its content in a timely way. The performance is improving day by day and will further improve in the future.

MARKETING STRATEGY

- **Display** In order to engage new audiences we ran a number of display campaigns. To capture users who were interested in donating money for multiple causes, both In Market and Custom Intent campaigns were run.
- **Smart Campaigns** These were run in order to achieve broader reach
- **Social Sales** funnel which consisted of two levels - the first level involving engagement and video ads to warm up the audience. The second level to generate website traffic, leading to a conversion (ran conversion ads)
- **Video** multiple video campaigns were run with to ensure a number of goals were met (for example Masjid Crisis)
- **Omnichannel** as part of the BGA strategy we aim to increase your online presence, in order to generate multiple avenues of revenue (for example Bing)
- **Client Campaign Calendar** marketing strategy is always aligned with your campaign calendar (Ramadan, Zakat, Qurbani, etc.)

DEEPER DIVE

- For **optimizing the campaigns** we worked with the audience lists to fine-tune targeting and adjust the bidding
- **Device level bid adjustments** in order to optimise and focus on the higher performing devices
- Regularly **analyze search term**, deeming irrelevant terms as negative and adding relevant terms as keywords
- **A/B Split testing** to evaluate which ads convert
- **Update ad copies**
- **Location bid adjustments** improve campaign performance
- **Remarketing/Retargeting** lookalike audiences, narrow down the targeting using multiple factors (i.e. interests)
Testing on Cold Audiences, to increase audience size and warm up potential conversions

DAY-TO-DAY OPTIMIZATION

- Search Term Analysis
- Keyword Bid Optimization
- Ad copies optimization
- Audience targeting
- Lookalike Audience Creation

SEO PERFORMANCE

- Keyword Research
- Title and Meta Description Tag Creation and Implementation
- Headings Tags Optimization - Suggestions
- Content Analysis - Home Page Optimization and Inner pages Optimization
- Google Search Console and Bing Webmasters
- Tool - Setup & Removal of errors
- Robots.txt File Optimization
- XML Sitemap
- Google Analytics Tool
- URLs Structure Optimization
- Site: Command
- Image Optimization
- Remove 404 pages
- Competitors analysis

After implementing all the on-page tasks, we have seen a remarkable improvement in the organic performance:

- Traffic improved by 9.48%
- Transactions improved by 42.42%
- Revenue improved by 106.64%

FACEBOOK STATS

SPEND 2020
\$32,643

REVENUE 2020
\$149,571

IMPRESSIONS 2020
2,977,344

CLICKS 2020
79,520

REACH 2020
886,785

TWITTER STATS

SPEND 2020
\$1630

IMPRESSIONS 2020
259,868

CLICKS 2020
13,909

PINTEREST STATS

SPEND 2020
\$1045

IMPRESSIONS 2020
238,642

CLICKS 2020
535

PAID PERFORMANCE (CONT.)

We ran a total of 33 ads on Google split between search, video, smart, and display campaigns resulting in a total revenue of \$175,101.99.

We ran 19 campaigns across our social media platforms resulting in \$147,571.61 total revenue. Above you will find the listed campaigns and their performance broken down by what we spent, made, reach, impressions, and clicks.

GOOGLE & SOCIAL CAMPAIGN OVERVIEW

Campaign	Clicks	Impr.	CTR	Avg. CPC	Spend	Conversions	Revenue
2020 Dar Al-Hijrah Islamic Center - Location	15118	102087	14.69%	\$0.80	\$0,118.75	1228.83	\$111,131.86
2020 Masjid Crisis - Video Campaign - 3/26/2020	3614	888812	0.41%	\$2.84	\$10,250.45	519	\$17,080.62
2020 Latent Emergency - Smart - 25.08.2020	2707	14802	18.34%	\$0.51	\$842,210	388.32	\$16,628.28
2020 YouTube - Renovation - USA - 02/12/2020	1247	182842	0.77%	\$2.04	\$3,537.78	141	\$9,028.59
2020 Dar Al-Hijrah - Zakat (E)	2180	13423	16.32%	\$2.10	\$8,782.57	20.5	\$7,715.78
2020 COVID - Food Bank - Video Campaign - 07/08/2020	1254	130503	0.9%	\$1.90	\$2,462.80	103	\$5,078.13
2020 Dar Al-Hijrah - Zakat (MMM)	3034	41086	7.43%	\$2.83	\$8,643.56	80.4	\$4,384.39

Campaign	Spend	Revenue	Reach	Impressions	Clicks
BGA Ramadan Iftar Campaign	\$3,024.76	\$22,720.02	108,528	247,308	10,328
BGA BJE 133 Emergency (B5)	\$30.05	\$65.53	1,574	2,888	187
BGA Iftar Zakat Campaign (B5)	\$2,141.06	\$7,807.0	69,096	142,784	2,345
BGA BDF L'Zakat Campaign (B5)	\$53.04	\$12.53	303	451	14
BGA Iftar Campaign TOP (B5) (2024)	\$2,249.72	\$6,471.98	65,840	156,796	7,087
BGA Iftar Ramadan Iftar (Web)	\$950.2	\$072.75	75,090	28,443	1,115
BGA COVID-19 Campaign TOP	\$286.74	\$1,287.68	21,708	21,514	1,314
BGA BDF Ramadan Iftar (Web)	\$302.30	\$6,340.48	5,584	24,184	3,042
Masjid Crisis	\$7,048.94	\$20,578.40	141,019	781,827	17,604
Latent	\$2,881.82	\$6,618.59	78,282	212,311	1,386
Food Bank	\$3,487.38	\$6,055.09	63,518	236,700	2,289
Sudan	\$1,741.28	\$2,411.52	67,038	131,115	643
BGA Christmas Green Tuesday	\$5,200.88	\$6,270.78	123,863	287,908	3,472
BGA Dental	\$1,511.32	\$3,085.45	67,548	127,537	8,231
BGA Masjid Renovation	\$2,157.81	\$53,842.87	720,472	1,683,485	28,775
BGA Year End Campaign	\$2.75	\$20.81	70	80	4
Compassion Connect	\$175.04	\$8,050.44	33,828	22,078	157
BGA Air Carves BJE	\$290	\$927.51	3,840	11,008	104

ADROLL STATISTICS

SPEND 2020

\$7,654

REVENUE 2020

\$45,214

IMPRESSIONS 2020

901,615

CLICKS 2020

2224

REACH 2020

636

CHANNEL PERFORMANCE



ADROLL CAMPAIGN OVERVIEW

Campaign	Clicks	Impressions	CTR	Avg. CPC	Cost	Conv.	CPA	Revenue	CTR
Masjid Crisis	1,544	5,24,348	0.29%	\$3.81	\$5,259.63	479	\$10.98	\$38,628.12	4.60%
Dental Clinic - Retargeting	364	1,91,724	0.19%	\$2.86	\$1,039.87	52	\$20.00	\$2,822.36	2.50%
Masjid Renovation	275	1,66,373	0.17%	\$4.14	\$1,143.58	68	\$16.82	\$2,105.25	8.00%
Food Bank	34	15,315	0.22%	\$5.57	\$189.35	37	\$5.12	\$1,657.15	26.50%
Covid Ads	6	1,256	0.48%	\$4.23	\$24.17	0	—	\$0.00	0%

OPERATIONAL PLAN

PHASE 1

WHAT WE ARE DOING NOW

Become the main source of revenue for the institution through a Development focused approach by:

- Establish digital advertising: Raise 2.5 million by 2025
 - Utilize Crowdfunding style: Intimate Stories (flash campaigns: 1-5k)
 - Targeted marketing
 - Identify Target Audiences

- Campaign Based
 - Capital campaigns (One off: Major gifts)
 - Focus on smaller campaigns
 - Increase subscription donors
- Strategically align offline and online campaigns
 - Jum'a Prayers
 - Ramadan
 - Digital advertisements
 - Sprout Social

PHASE 2

ENHANCE OPERATIONS & ADMINISTRATION

Enhance on phase 1 operations to reach best common practice of administration and management to limit administrative errors. This would be enhanced through departmental expansion and restructuring through the following marketing and development initiatives.

- Production Manager (Creative): Hire part time staff based on the managers talents and where support is needed.
- Marketing Manager (Distribution): Hire part time staff based on the managers talents and where support is needed.
- Development Manager (Donor Stewardship): Hire part time staff based on the managers talents and where support is needed.
- Media Relations Manager: Hire part time staff based on the managers talents and where support is needed.
 - Media outreach (Local, State, National)
 - Branding campaigns in areas of weakness
 - Apply to mainstream NGO and Non NGO awards for campaigns, programs, individuals, and initiatives

PHASE 3

ENHANCE COMMUNICATIONS & MARKETING

Produce the highest quality design, photo, and film products to enhance event marketing, social media coverage, online/offline fundraising, and organic online community presence:

- Restructure and expand the department to hire Full-Time staff and part timers for support (refer to Phase 2).

- Upgrade and improve current website
- Develop mobile application
- Optimize and grow digital event support
- Distribution arm of DAH (Content Network)
- Develop Communications/Production Studio for hire (future)
- Programming
- Working closer with PGA
- Rebrand
- Donor stewardship and care

PRODUCTION PLAN

1ST QUARTER

LIVESTREAM & IN-STUDIO

- Set up Studio
- Produce 1 video series per each department
 - Religious Affairs
 - The Break Down (Live/Recorded Weekly)
 - Youth Department
 - Cool Beans (Live/Recorded Weekly)
 - Social Services
 - Outreach
 - Government Affairs
 - Women's Department
- Sankofa: A Conversation (Black History Month)

2ND QUARTER

LIVESTREAM & IN-STUDIO

- Produce 1 video series per each department
 - Religious Affairs
 - Youth Department
 - Social Services
 - Outreach
 - Government Affairs
- Town Hall (Live/ Recorded Monthly)
 - A round table conversation with the major department heads
- Fr Fr (For real - For real)
 - A podcast featuring Imam Farhan, Muhammad - Oda, Ibrahim Souadda, and a guest
 - Speaking about various topics in a candid manner

3RD QUARTER

NARRATIVE FILM

- Produce 1 video series per each department
- Town Hall (Live/ Recorded Monthly)
- Fr Fr (For real - For real)
- Narrative Short Film (TBD)

4TH QUARTER

MAGAZINE

- Produce 1 video series per each department
- Town Hall (Live/ Recorded Monthly)
- Fr Fr (For real - For real)
- Narrative Short Film (TBD)
- DAH Bulletin (64pg Magazine and Blog)
 - Community News, Current Events, Art, Culture, Food, Politics, Fashion, Op Eds



PUBLIC & GOVERNMENT AFFAIRS

In 2020 the Public & Government Affairs Department of Dar al-Hijrah Islamic Center planned on building on initiatives started in 2019 both within and outside the community to strengthen the bonds of community and increase activism and civic engagement of the Dar Al-Hijrah Community. The Initiatives focused on areas of policy and education as well as creating stronger local bonds with community and government partners for more lasting and sustainable relationships. Covid closures forced us to re- envision our role as a community center and many of our plans and programs. Some of our signature events included well-attended forums for organizations and COVID relief, VOICE statewide programs on Rent Relief and Eviction Moratoriums, and Close coordination with State and Local officials on covid related guidance.



PUBLIC & GOVERNMENT INITIATIVES

FAIRFAX COUNTY COMMITTEES

Public & Government Affairs strived to ensure Dar Al-Hijrah Islamic Center was present and active in larger community functions both in Mason District and Fairfax County. As part of the effort members of the Dar Al-Hijrah team have been appointed to several Fairfax County Government boards including the Fairfax County Census Complete Count Committee, the Consolidated Community Funding Advisory Committee, School Board Calendar Committee, amongst others.

CANDIDATE FORUMS

The Public & Government Affairs continued coordinating with candidates that are interested in running and ascertaining their impacts on the Dar Al-Hijrah community while also inviting them to speak at Dar Al-Hijrah. Due to Covid restrictions we did not hold any candidate forums but did hold Zoom meetings with candidates and continued an outreach campaign to ensure Dar Al-Hijrah plays a central role in policy issues important to the Muslim community.

FAIRFAX COUNTY BOARD

This year we continued our focus on getting our community members active in Fairfax County and State level board seats so that Muslims can continue to serve the larger community and society. As part of that effort members of our community have been appointed to Governor's commission on education, VA Board of Dentistry, Fairfax County Census Complete Count Committee, Fairfax County Consolidated Community Funding Advisory Committee (CCFAC), Community Health Committee, Alexandria Engineering Review Board, amongst others. The goal is to continue to have our community engage in the larger society

VOTER REGISTRATION & GOTV

The Dar Al-Hijrah Civic Engagement Team worked diligently to educate and mobilize our community to vote in all of the primaries and elections that were held in 2020. We worked on educating our community about early voting and mail in ballots to ensure a high voter turnout. We also emphasized the importance of the Census and answering the questions so that our community is properly accounted for when allocating federal resources. Community members have also stepped up and are preparing to run for elected office in Fairfax and Alexandria on both local and state levels.

NEIGHBORHOOD MEETINGS

As part of our efforts to engage the neighborhood regarding the long term vision and plan for the expansion of Dar Al-Hijrah, we reached out to and have had constructive dialogue with our neighbor across Row Street (Priscilla Gibson). She visited Dar Al-Hijrah and toured the masjid for the first time in 30 years and has been attending events ever since. We also engaged the neighborhood association of Lee Boulevard Heights to discuss our future planning and received letters of support from First Christian Church and wrote letters of support for their project to build senior affordable housing across the street from Dar Al-Hijrah.

COMMUNITY MEETINGS

Public & Government Affairs also held one community meeting in 2020. While we fell short of our goal of holding quarterly meetings with the community and the Executive Team the plan is to continue holding community meetings with the Executive Team so that programming and issues can be addressed and we can get the community more involved in planning of functions and programming at Dar Al-Hijrah and so that we remain attuned to community needs. We also held several community nights in collaboration with other departments during the month of Ramadan and afterwards to ensure community engagement with Dar Al-Hijrah even in light of Covid. The Department also organized a call campaign to check on people that were elderly in the community to make sure their needs were taken care of in the initial covid period.

PUBLIC & GOVERNMENT INITIATIVES (CONT.)

FAIRFAX COUNCIL OF MASAJID

Dar Al-Hijrah Islamic Center has also been working hard on bringing together the leadership of the masjid in Fairfax County to strengthen community impact and increase civic participation across the community. In that effort we invited the leadership to a dinner with the outgoing and incoming Chairs of the Fairfax County Board of Supervisors as well as a lunch session to discuss and coordinate activities. We also assembled a meeting in May to discuss unification of communities regarding Ramadan and Eid days.

VIRGINIANS ORGANIZED FOR INTERFAITH COMMUNITY ENGAGEMENT (VOICE):

Dar Al-Hijrah Islamic Center has been an integral part of the VOICE teams and campaigns. Sisters Fazia, Thoraia, Mounia, Samia and brothers Ahmed, Abdulraman, and Abdulrazaq from our community civic engagement team were involved in efforts to have Fairfax candidates commit to providing funding for affordable housing and criminal justice reform issues. The Director of the Department has been appointed to the VOICE Strategy Team which helps to set the policies and strategies for the organization. We have also been instrumental in rent relief and eviction moratoriums in Virginia and led several meetings with the Governor, Attorney General, County officials regarding this subject. Dar Al-Hijrah was also instrumental in license privileges reinstated for returning citizens or those who were not able to pay court costs.

GENERAL ASSESSMENT OF 2020 DEPARTMENT PLAN

Program	Frequency Goal	Accomplished
Listening Sessions	Quarterly	Held 3 listening sessions to address rent and mortgage relief issues
Monthly Messaging	Monthly	This was derailed this year by COVID and we aim to reinstate in 2021 isA with the collaboration of Imam Farhan
Volunteers	Monthly	This was derailed also by Covid but we were able to coordinate volunteers to work on phone banking and VOICE actions
Neighbor Meetings	Quarterly	This was accomplished digitally but not at the frequency required
Civic Engagement Group	Monthly	The civic engagement group all bet fell apart this year due to the pandemic and lack of physical meetings
Council of Masajid	Quarterly	We had two meetings this year so fell short of projected goals due to lack of physical meetings
Voice Advocacy	Yearly	This continued strong and was able to transition to digital means with a lot of effort and time required
Community Meetings	Quarterly	Did not hold an actual community meeting to address concerns so this was not accomplished this year
Candidate Nights	Twice this year	Did not hold physical candidate nights but connected with candidates and ensured community was represented and issues raised mostly done through digital means The goal for next year is

2020



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