

# PAN AFRICAN AHMADIYYA MUSLIM ASSOCIATION (PAAMA)



**Sadr:** Tommy Kallon

This annual report gives an overview of the activities and progress made by the Pan-African Association over the course of the 2014/15 year. It highlights the major achievements made by the Association over the year and summarises benefits realisation from special projects, committees, departmental initiatives and regional activities.

## FOCAL AREAS:

- Key Projects and Initiatives
- National Events
- Departmental Activities
- Regional Highlights
- Lajna Overview
- Projects, Initiatives & Schemes

## RESTRUCTURING AND RE-ORGANISATION

Restructuring and Re-organisation of the Association led to the institution of four new departments: Tarbiyat, Isha'at, Internal Affairs and External Affairs; Creation of a Regional Structure and introduction of parallel Lajna Structure.

## MISSION STATEMENT

To unite, empower and inspire the African Ahmadiyya Muslim diaspora to serve Islam, society and Africa. This mission statement which has the approval and blessing of our Beloved Huzur Aqdas<sup>(aba)</sup>.

- Defines our essence in a single, all-encompassing statement
- Gives clear vision to administration and office bearers
- Allows us to better communicate our raison d'être when engaging externally

## CONSTITUTIONAL REVIEW COMMITTEE

This committee consisting of the President, Tommy Kallon, the committee chairman, Abdullah Dibba, Legal reviewer, Hafiz Sulayman Dawodu and four other members, is a special committee formed to review the language and phraseology of the current

**BROCHURE OF HUZUR'S SPEECHES**  
This brochure presents Huzur Aqdas's<sup>(aba)</sup> Keynote addresses at various 'Africa at 50' events. It is in the pipeline and already has the approval of Huzur Aqdas<sup>(aba)</sup>. The compilation of addresses by Huzur Aqdas<sup>(aba)</sup> has the benefit of protecting Africa's freedom, providing services of Ahmadiyyat to the cause of Africa and establishing Africa's true independence. Likewise, Huzur Aqdas's<sup>(aba)</sup> wisdom and guidance directed at Africans can be disseminated far and wide.

constitution and incorporate new departments. The constitution is currently at the Review stage. The updated constitution would cover all new offices introduced with the approval of Huzur Aqdas<sup>(aba)</sup> and will be distributed to office bearers to serve as guidance and a reminder of the important responsibilities that lay on our shoulders.

## DEDICATED EMAIL DOMAIN

PAAMA now has a registered email domain – @paama.org.uk. This has given us the benefit of:

### THE ABDUL WAHAB ADAM AWARD

The Abdul Wahab Adam Award was first launched in September 2014 at the PAAMA post Jalsa UK dinner reception. It commemorates memory of Maulana Abdul Wahab Adam Sahib and is awarded to African missionaries who have served with distinction in Africa and elsewhere. Its aim is to inspire African missionaries to follow in the footsteps of Maulana Abdul Wahab Adam Sahib. It also establishes greater relationship between PAAMA and African missionaries. The recipients of the maiden award were Maulana Muhammad Bin Saleh, Maulana Azhar Haneef, Maulana Ibrahim Bin Yackub, Maulana Bakri Abedi Kaluta and Maulana



### THE ABDUR RAHEEM NAYYAR AWARD

The Abdur Raheem Nayyar Award will recognise the services of missionaries and waqfeen of non-African origin who have served the Jama'at in Africa with distinction and credit. In doing so, it will complement The Abdul Wahab Adam Award which recognises the same for missionaries of African provenance.

The award commemorates pioneer services of Hazrat Abdur Raheem Nayyar Sahib, will be awarded to non-African missionaries who have served with credit in Africa. It is aimed at inspiring missionaries serving in Africa to follow in the footsteps of Hazrat Abdur Raheem Nayyar Sahib and establishing deeper relationship between PAAMA and missionaries who have served in Africa. The Maiden awards will be given at the 2015 post Jalsa Salana UK dinner.



- communicating with official email addresses
- running less paper-based administration
- speedy communication
- holding Correspondence on our own server
- Added security for correspondence

### COMMUNICATION STRATEGY

Our communication strategy has following benefits realisation:

- Messages from President facilitate direct communication with membership at all levels
- Mass communication tool (Mail Chimp) further increases ability to reach out to membership
- Valuable in internal awareness and publicity campaigns
- Cross utilisation by departments helps drive national agendas.

### TAJNEED DATABASE

The PAAMA database provides us with definitive list of membership, increased efficiency and data reporting and analysis.

### WEBSITE

PAAMA launched a new and dedicated website, [www.paama.org.uk](http://www.paama.org.uk) on 30th July 2014, the blessed day of Eid-ul-Fitr. It's a dedicated website that gives PAAMA identity and presence, provides us a forum to showcase activities with membership and outside world, impart religious and secular knowledge, recount history, aims and objectives for membership and external agencies and serves as a platform to share photos and videos of events, programmes and activities

### PAN AFRICAN NEWS

An Inaugural Edition of our first ever newsletter which Huzur Aqdas<sup>(aba)</sup> himself has named *Pan-African News*, was launched on the occasion of our Eid Milan Picnic day at Jamia Ahmadiyya UK on 9th August 2014. The newsletter is an official organ and serves as a vehicle for communication, a resource for knowledge and highlights our activities. In addition to naming the newsletter, our Beloved Huzur Aqdas<sup>(aba)</sup> most graciously addressed a Special Message directed at the members of our Association.

## INFORMATION BROCHURE

The PAAMA information brochure provides an introduction to PAAMA, covers our objectives and mission, highlights activities, events and functions. It is useful for guests and external agencies.

## WATER FOR LIFE RAMADHAN CAMPAIGN

This was the first fundraising initiative by PAAMA. Alhamdulillah it attracted 360 donations and raised in excess of £12,000. This created an opportunity to establish partnership with Humanity First and reveals potential for future fundraising and collective collaboration.

## TWITTER @paama\_UK

A PAAMA Twitter Group account @paama\_uk has been launched. It has attracted over 650 followers who made over 1000 tweets. The twitter account give PAAMA a social media presence, an avenue to disseminate information about PAAMA. It helps for promotion and outreach and for feedback on interests on posts through retweets and favourites.

## AWARENESS CAMPAIGN

PAAMA events and activities have been featured in *Ahmadiyya Times*, *The Muslim Times* and in *Al Fazl International*. This has increased international Jama'at awareness of PAAMA activities

PAAMA website is now an affiliated website on Al Islam. Presence on Al Islam raises authority of the website, increases visibility drives traffic to website.

## MTA INTERNATIONAL NEWS BULLETINS

- Maulana Abdul Wahab Adam Commemorative Event, Conference of World Religions – Midlands Region.
- *Press Releases*: Rainbow Radio, Trumpet Media, Modern Ghana.
- *Benefits*: Building relations with African media outlets, Exposure of Jama'at and PAAMA to more Africans, Increased credibility for PAAMA, Establishing the PAAMA 'brand

## EVENTS ANALYSIS

The events help to provide platform for increased brotherhood and integration, greater attachment of PAAMA members to the Jama'at, enhancement of event management skills, and increased leadership skills amongst organisers.

## DEPARTMENTAL INITIATIVES

- *General Secretary*: Executive & general meetings, Tajneed database system and office renovation.
- *Finance*: Management of petty cash and expense claims and Water for Life fundraising.
- *Tabligh*: Question & Answer Program, 12 bai'ats achieved, regular contact with converts, and Conference of Religions in the Midlands.
- *Ta'lim*: Regular Qur'an classes, Midlands Ta'lim forum, article on British Education System.
- *Tarbiyat*: Salat timing reminders, Midlands Tarbiyat Forum and regular Tarbiyat circulars.
- *Isha'at*: Website, newsletter and Twitter.
- *Internal Affairs*: Events management, welfare activities and Jalsa Salana coordination.
- *External Affairs*: High profile contacts, press releases and Umoor-e-Kharijiyah Integration.

## REGIONAL HIGHLIGHTS

Conference of World Religions – Midlands Region.

## ANALYSIS

- Spirit of brotherhood is being engendered at regional levels.
- Leaders are being created at the regional level.
- More members are being involved in service of Jama'at through PAAMA.
- Greater attachment of members to the wider Jama'at.

## LAJNA HIGHLIGHTS

Alhamdulillah the PAAMA Lajna are setting the pace for the men. There is full engagement in all affairs and activities across all Departments. There is increase collaboration over social media and through regular conferences & meetings. The Lajna organised a trip to London Museum for Nasirat.

Lajna is also involved with preparation of upcoming MTA Africa Children's Programme. There has been increased participation in Lajna Imaillah & Jama'at activities.

## LAJNA DEPARTMENTAL HIGHLIGHTS

- *General Secretary*: Monthly reporting, regular conference calls.
- *Finance*: Encouraging members to pay Jama'at chanda, highlighting the blessings of financial sacrifice.
- *Tabligh*: Engagement with local communities, distribution of Jama'at leaflets.



- **Ta'lim:** Recommended reading and monthly Ta'lim tests.
- **Tarbiyat:** Regular Tarbiyat reminders and advising members to adhere to Islamic standards.
- **Ishaat:** Sourcing articles for Pan-African News, and promoting MTA programmes & Jama'at books.
- **Internal Affairs:** Home visits to elderly, sick and bereaved and facilitated cooking and games at Eid Milan Picnic.
- **External Affairs:** Established connection with Greenwich TV and engagement with MTA Africa Team.

## LAJNA REGIONAL HIGHLIGHTS

Regular meetings and conference calls, collaboration through social media, sharing information & publications, implementing national & regional strengths and activities across all Departments.

## LAJNA OVERVIEW ANALYSIS

- Lajna progress for the year a true success story.
- Greater attachment to the Jama'at.
- PAAMA Lajna attending Lajna Imaillah UK and Jama'at events more than ever before.
- More Lajna involved in service of the Jama'at through PAAMA.
- Leaderships skills enhanced among office bearers.
- Spirit of sisterhood engendered at all level.



PAAMA Newsletter



PAAMA brochure



Pan-African meeting – May 2014



PAAMA Q/A session with Imam Sahib



PAAMA Eid Milan Party at Jamia UK



PAAMA Eid Milan Party at Jamia UK