

Who is Hussain

whoishussain.org



WHY WE DO WHAT WE DO

VISION

To inspire compassion and motivate individuals to make a positive difference in society

MISSION

Who is Hussain inspires individuals through the timeless example of Hussain and the values he stood for, of social justice and dignity

Who is Hussain

Muharram Campaign - 2018

“Think Morality”



CAMPAIGN SUMMARY

Think Morality was a campaign which aimed to explore the vast and diverse subject of morality – what it means to us as individuals and how it impacts society as a whole.

With growing inequalities and injustices across the world, it was time to ask the question - is morality missing from society? This was the premise for the campaign, which asked and answered a series of questions related to the concept of morality and its link to social justice - making the argument that morality is missing and that it needs to be revived, just as Hussain set out to do 1400 years ago. However, the campaign took a nuanced approach encouraging the audience to try to answer questions, to provoke thought and discussion around the concept of morality.

IN THIS REPORT

In this annual campaign report, we will cover the key areas as follows:



A Social Media Campaign



Social Media Engagement



Global Events & Activities



Conference for Social Justice 2018

THINK
MORALITY

THINK MORALITY

A SOCIAL MEDIA CAMPAIGN

Supplementing our regular postings of volunteers' events and activities across all platforms, the 'Think Morality' social media campaign focussed on engaging a wider audience. By asking open questions pertaining to morality the aim was to encourage thought, discussion and dialogue.

1. Are humans born with a moral compass?

- Yes
- No
- Not sure

2. Can you be a 'good' person without morality?

- Yes
- No
- Maybe

3. Is morality in society on the decline?

- Yes
- No
- Not sure

4. Can we achieve social justice without morality?

- Yes
- No
- Not sure

5. Can morality be enforced by a government?

- Yes
- No
- Maybe

6. Does morality need to be revived in society?

- Yes
 - No
 - Not sure
-

THINK MORALITY

THE ONLINE SURVEY

Supplementing our regular postings of volunteers' events and activities across all platforms, the 'Think Morality' social media campaign focussed on engaging a wider audience. By asking open questions pertaining to morality the aim was to encourage thought, discussion and dialogue.

Are humans born with a moral compass?



Can you be a good person without a moral code?



Is morality in society on the decline?



Can we achieve social justice without morality?



Can morality be enforced by a government?



Does morality need to be revived in society?



Campaign Highlights

One of the most discussed questions was, "Are moral values limited to religion?", which may seem to have a straightforward answer, however provoked much discussion:



Antoinette S #FBPE @dragonmommy80 · 7 Oct 2018

Replying to @WholsHussain @mrjamesob

Definitely not. If moral values are limited to religions or religious teachings, those who are atheists and agnostics should be the worst kind of humans.



skuff @TheRealSkuff · 7 Oct 2018

Replying to @WholsHussain

Ethics and morals are even more important and meaningful without religion because we adhere to morals for the sake of morality rather than to avoid punishment.



Maira Asif @MairaAsifHer · 7 Oct 2018

Replying to @WholsHussain @mrjamesob

Every religion covers morality as a foundation thus itself emphasizing that morality take precedence. Morality in religion becomes a fixed set of rules. Out of religious sphere however moral values and ethics evolve as per times and public opinion deem desirable.



Rabble Cat @TheGraveside · 7 Oct 2018

Replying to @WholsHussain @mrjamesob

No, religion is ideological.

Moral value is a basic human choice whether you are religious or not.



Ciara Kelly @ciarakellydoc · 7 Oct 2018

Replying to @WholsHussain

Of course they're not!!... some of the most fundamentalist religious ppl have zero 'morals' - half the time I wonder does being religious allow u to think you don't have to bother w a moral compass because u think going to church has you covered on that front



Kerim Gülbetekin @kerimg2014 · 7 Oct 2018

Replying to @WholsHussain

Moral values are above everything such as religion, culture, teaching, ideology... Moral values cover all divine teachings and values which belong to whole humanity.

THE FACTS AND FIGURES

'Think Morality' in numbers

Below are the high level statistical representation of the Muharram Campaign

1,221

UNITS OF BLOOD

Across several blood drives organised by our teams across the world.

3,663

LIVES SAVED

Each unit of blood donated has the potential to save up to 3 lives

3,471

HOMELESS FED

More than three thousand homeless people fed, following the example of Hussain (as) and his family.

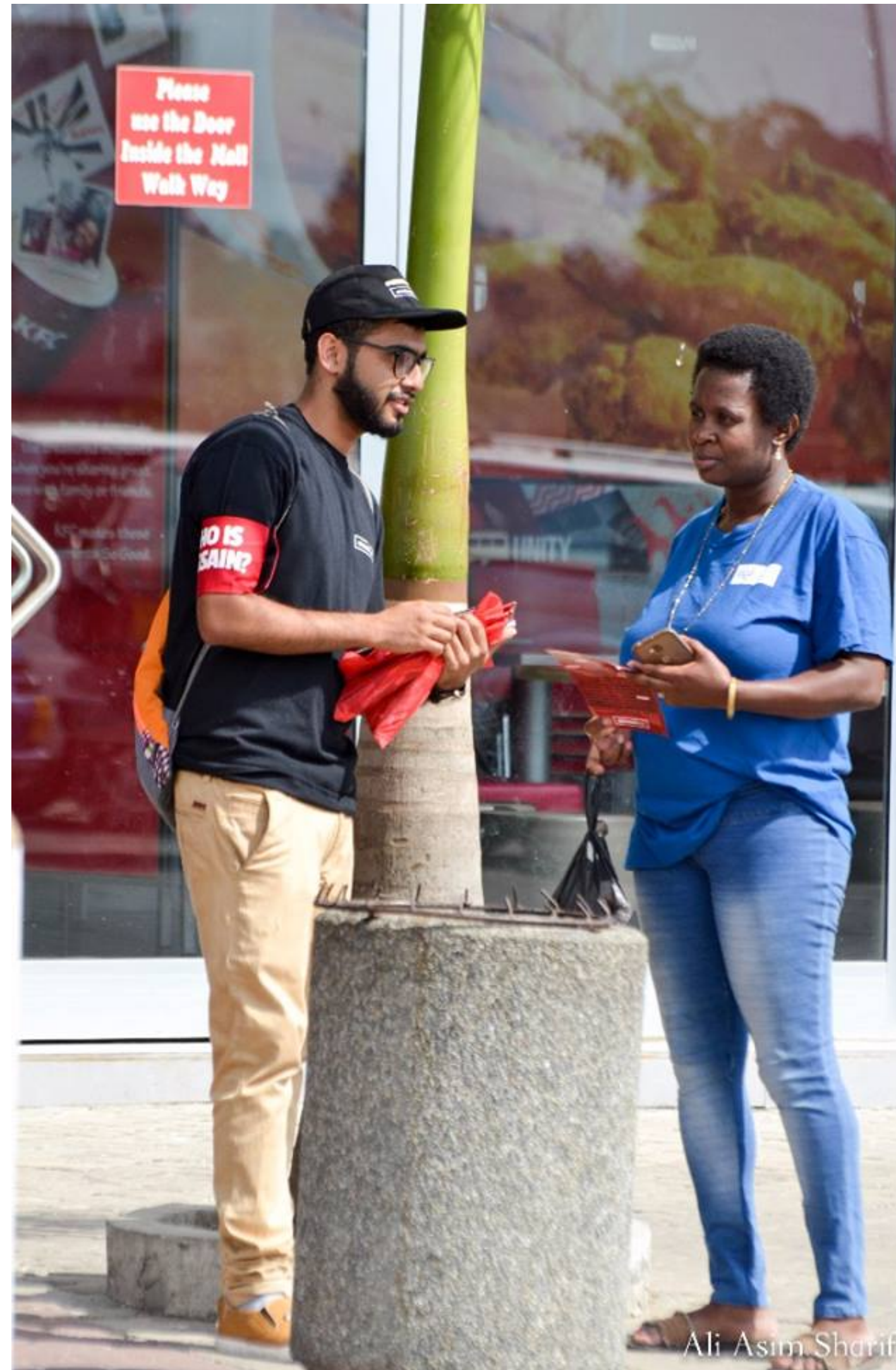
8,696

ACTS OF KINDNESS

Over eight thousand acts of kindness in different forms were performed for the general public

Summary of Activities

Our teams across the world held over 40 events around the world. Ranging from blood donation drives, public outreach, feeding the poor, satiating the thirst and gifts of gratitude. Volunteers spread the message through their activities to Muslims and non-Muslims alike; inspiring and encouraging others to be the change.



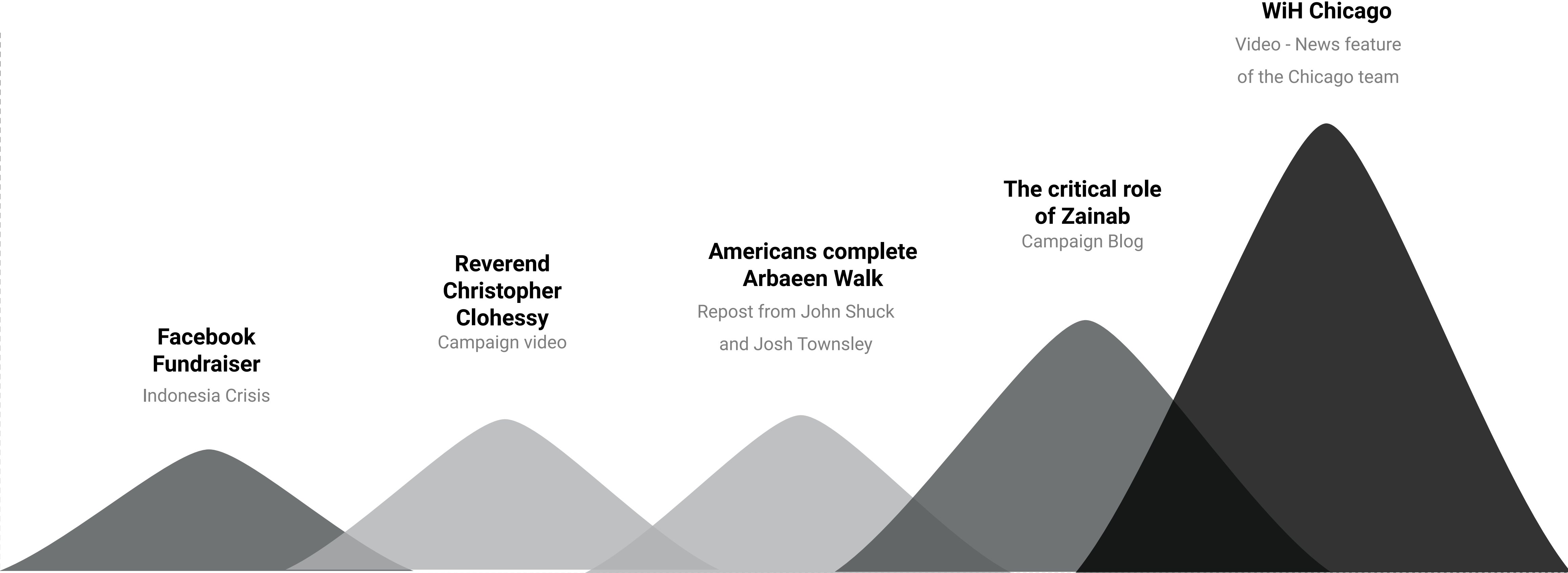
Summary of Activities



TOP POSTS FROM THE CAMPAIGN

The below illustrates our key Social Media posts during the campaign.

40,000



PRESS & PUBLIC RELATIONS

A number of our Representatives featured in the press for the incredible work undertaken during this campaign:



IPPmedia.com

Home | News | Business | Sport & Entertainment | Editorial | Columnist | Features

30 OCT 2018

THE GUARDIAN REPORTER

NEWS The Guardian

Free medical services delight residents in the remote border

DOCTORS and medical attendants from hospitals in Arusha, Kilimanjaro and Dar es Salaam were recently dispatched to the windswept, remote district of Longido at the border of Tanzania and Kenya, to provide free medical services to more than 500 mostly nomadic pastoralists in the area.

Share Image

The initiative was borne from the philanthropic organization known as 'Who is Hussain,' which intends to improve health and sanitation to the residents of Ngeriyan village and ward in Longido District, Arusha Region, so as to offset any possibility of diseases outbreak in the border district, which is usually plagued by water shortage and drought.

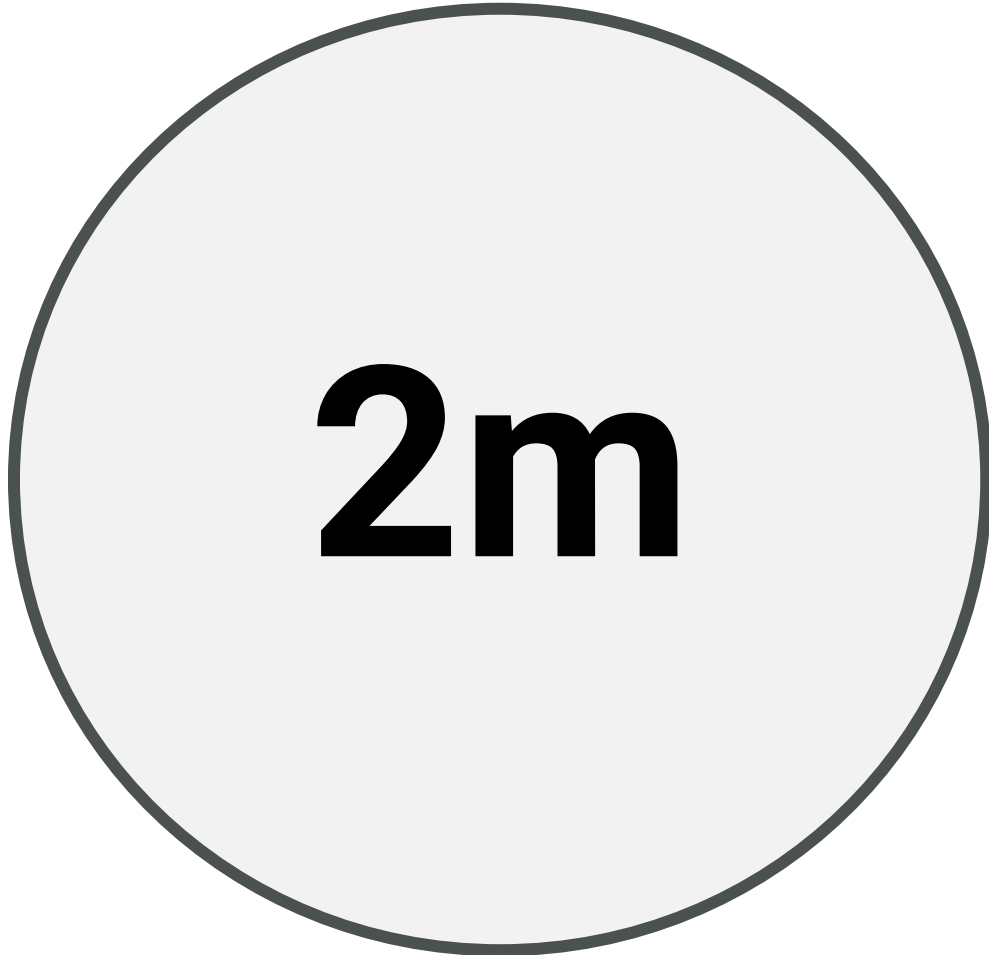
The resident director for the 'Who is Hussain,' organization in Tanzania, Tahera Abbas, revealed that they had initially targeted to treat 300 people but the turn-up later rose two folds when the residents heard of



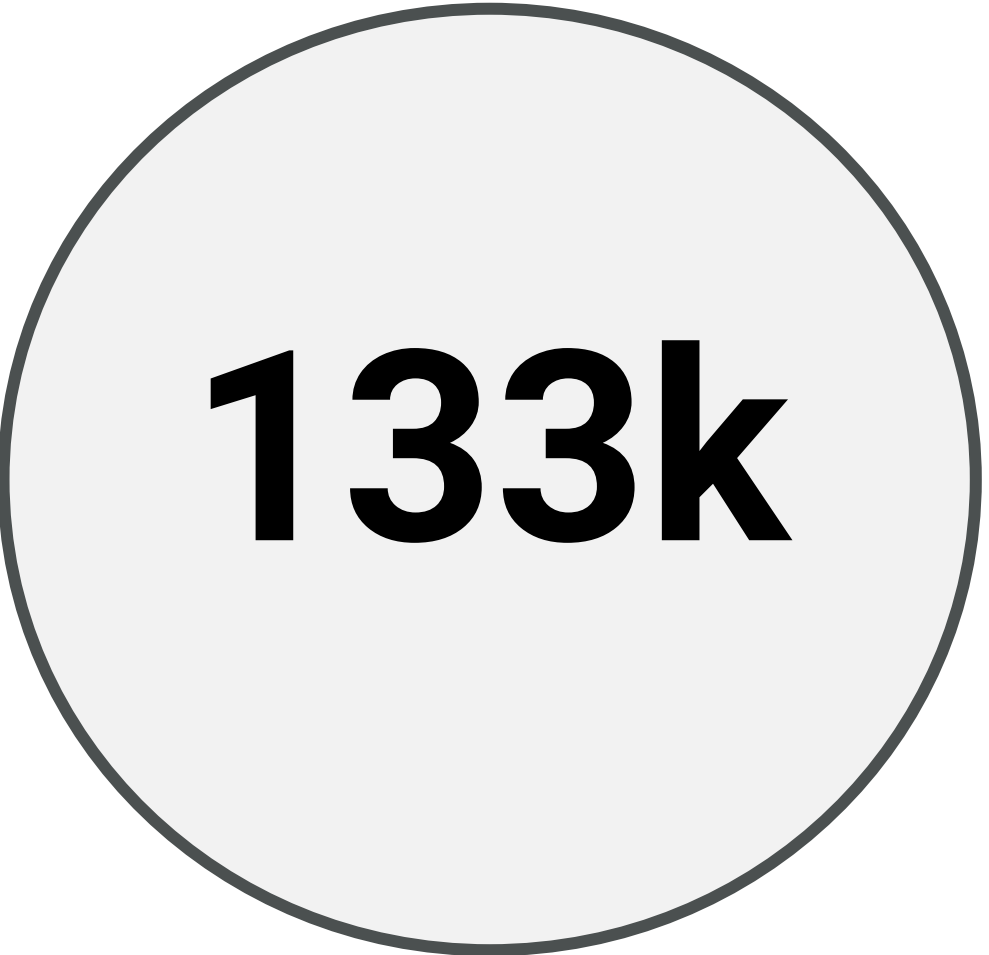
HIGH LEVEL DATA

During the 40-day campaign we reached over 2 million people - that's over 50,000 people per day.

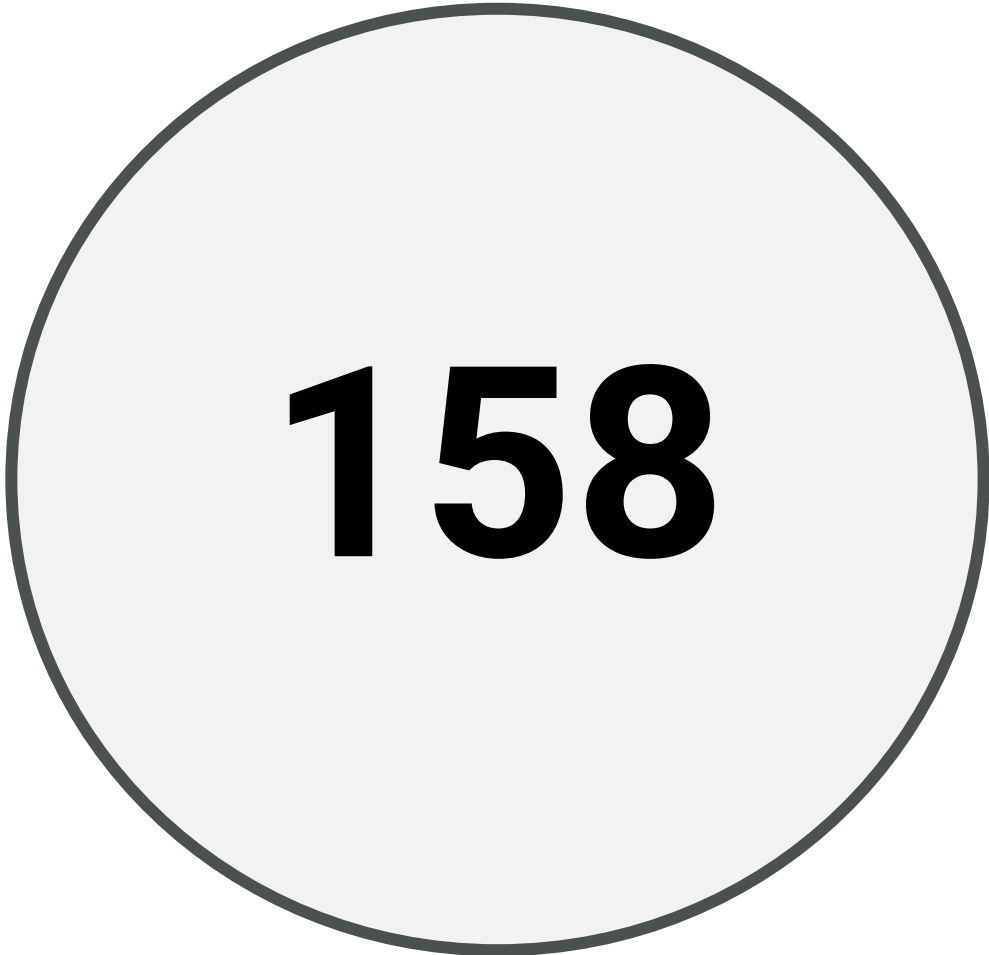
Total reach



Website Sessions

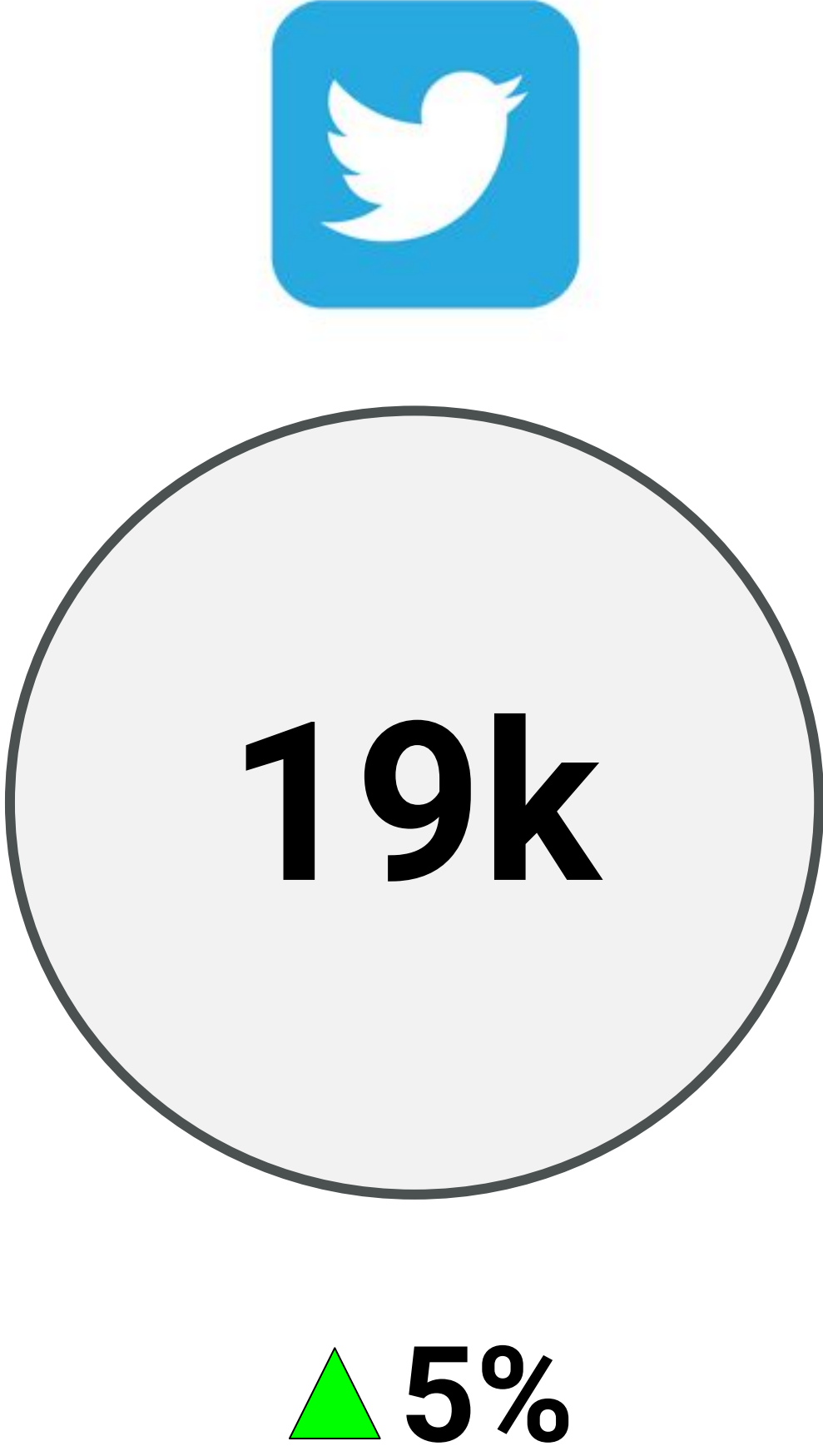
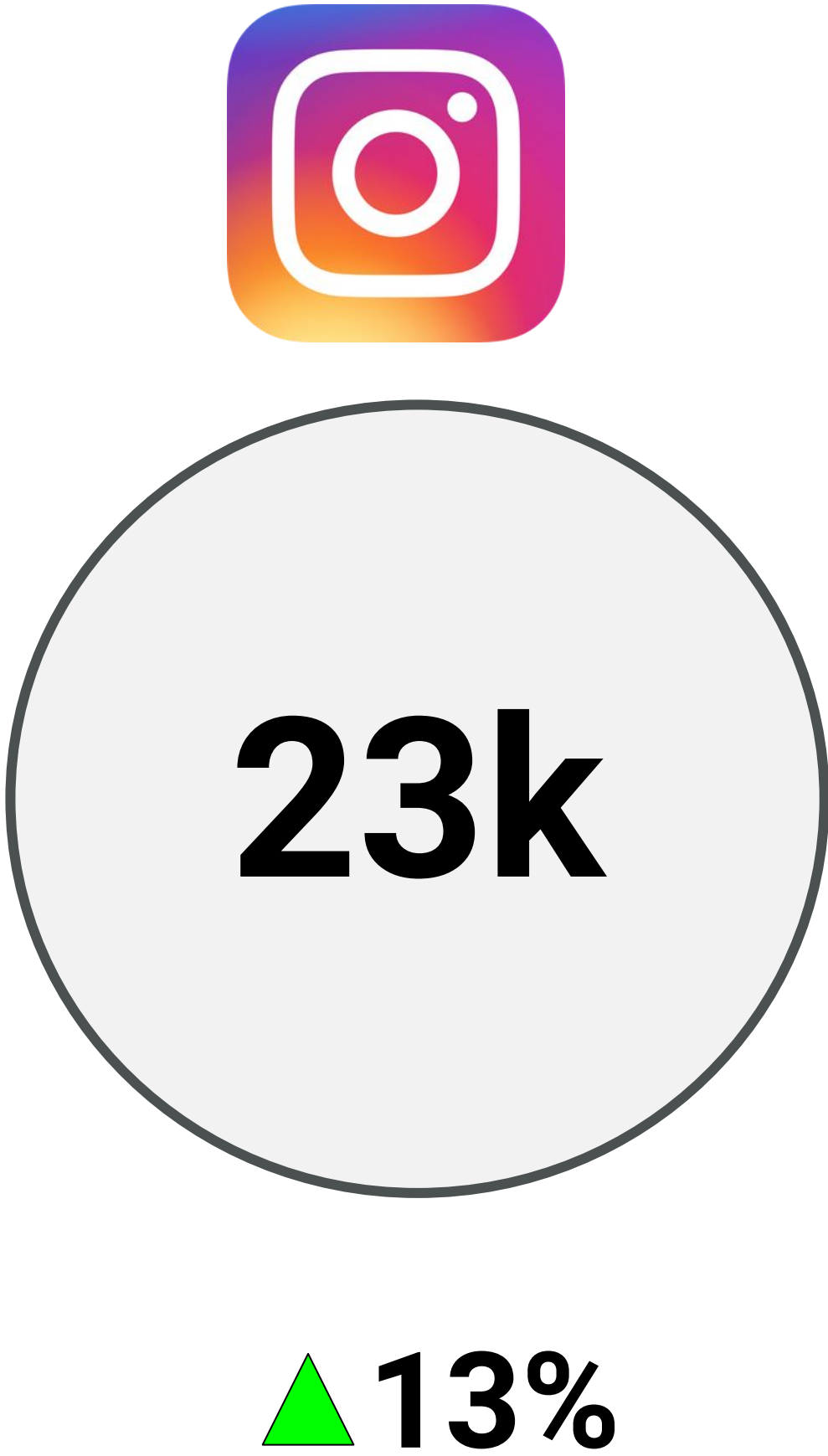
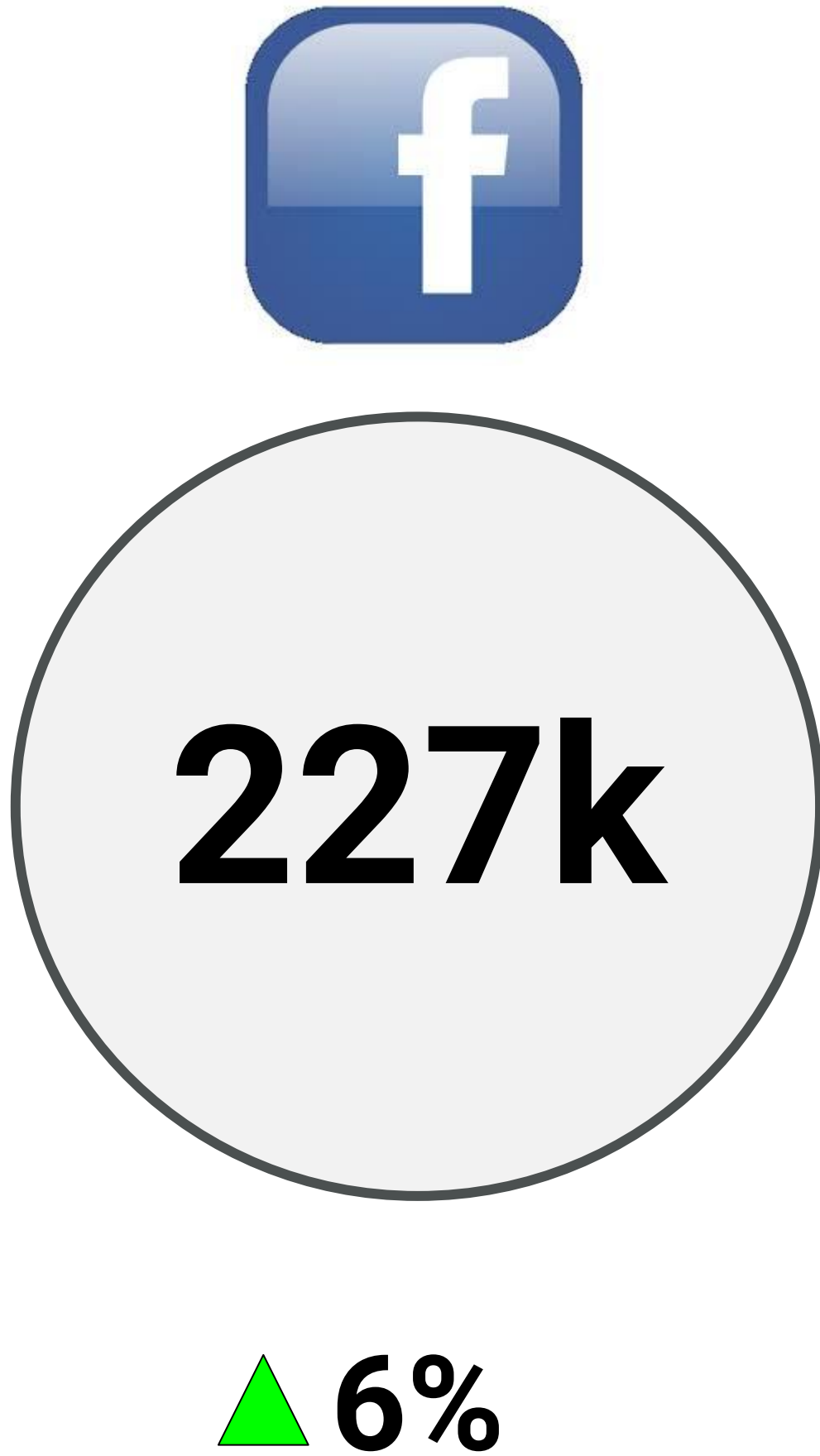


Info pack requests (non-Muslim)



SOCIAL MEDIA REACH

Over the course of the campaign our social media following increased steadily.



CONFERENCE FOR SOCIAL JUSTICE 2018

An extension to the campaign, the inaugural, groundbreaking Conference for Social Justice, sought to not only explore the concept of social justice but showcase the impeccable personality of Hussain ibn Ali (as).

Over 600 people, both from within the Muslim and non-Muslim communities, were an audience to four speakers who drew from their personal experiences and specific fields to present, discuss and analyse the concept of social justice.



The speakers, from left to right: Catriona Robertson, James O'Brien, Sheikh Nuru Mohammed and Spoken Word artist, Ibrahim Sincere.

CONFERENCE FOR SOCIAL JUSTICE 2018

Following the presentations, a number of attendees were interviewed. One interviewee, who was introduced to Hussain for the first time during this conference and, after being questioned about what Hussain ibn Ali meant to her, declared, *“Hussain to me is the smile you give your neighbour...”*



Overall, considering feedback and responses from interviews, the event was deemed a success as an introduction of Imam Hussain (as) to the wider community, linking his personality and value system to the modern concept of social justice, and how we as individuals can be the change the world needs today.

A SUCCESSFUL CAMPAIGN

Provoking thought, discussion and determining whether morality is missing from society was at the heart of this campaign. Audiences throughout our social media platforms engaged in gripping discussions guided by key questions.

By extension, our Reps and volunteers across the world held an array of activities on the ground. In just 40 days to achieve those statistics is incredible. Reaching out to those most vulnerable and in need within their local communities, our volunteers collectively demonstrated that morality does indeed exist within the grassroots of society and is not lost, as can sometimes be perceived, given the state of the world and the powers that control it today.

Our global reps are truly the backbone of the organisation, without whom we cannot be effective in fulfilling our vision and ensuring the measured success of this campaign.



GET IN TOUCH

Whether it's to get involved, donate or give us your thoughts, please get in touch!

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