



Misa
Helpline

ANNUAL REPORT

2022





TABLE OF CONTENTS

Letter from the Executive Director **03**

Our Team **04**

Mission & Vision **05**

Our Impact **06**

Programs & Initiatives **07**

Financial Statements **10**

Community Partners & Supporters **11**

A MESSAGE FROM THE EXECUTIVE DIRECTOR

As Salaamu Alaikum Wa Rahmatullahi Wa Barakatuhu,

As I sit here reflecting on my journey with Nisa Helpline, I am overwhelmed with gratitude to share with you the incredible impact your support has had. For over a decade, I have witnessed the transformative work of our dedicated team, starting from humble beginnings and growing into a lifeline for countless women in need.

Your generous support has kept the phone lines active, and through your compassion, we have been able to achieve remarkable milestones:

- ▶ We navigated an astounding 180% increase in call volumes, receiving over 52,000 calls to date.
- ▶ We have maintained uninterrupted access to our free helpline, providing assistance 12 hours a day, 7 days a week, 365 days a year.
- ▶ Our efforts have extended beyond the helpline, with free educational and awareness programs to benefit the community.
- ▶ Embraced technology to enhance our operational efficiencies through automation and improved systems.
- ▶ We've invested in ongoing training, development, and support for our team members, ensuring they are well-equipped to address the evolving needs of our community.
- ▶ We've dedicated resources and initiatives to raise awareness around the pressing issues of Mental Health and Racism.

But there is still so much more to be done. The challenges faced by the women we serve are far from over and the need for our helpline has never been more urgent. In recent years we've seen a sharp rise in calls, a decline in mental health, and increasing social impacts.

Running a helpline that operates every single day of the year, managing a team of up to 50 members, both volunteers and paid staff, is an immense responsibility. It is a responsibility we take seriously, and are deeply grateful for the opportunity to make a difference in the lives of sisters who need us most.

As we look ahead at expanding the helpline, **we cannot do this without you, our esteemed donors.** Your continued support is what propels us forward, and ensures that no call goes unanswered, and no sister's plea goes unheard. Together, we can continue to be a beacon of hope for those in distress and shape a more compassionate future for our sisters.

With Duas and heartfelt gratitude,



TANWEER EBRAHIM
Executive Director, Nisa Helpline





OUR TEAM

Our Board

Hanadil Ahmed
Chair

Faaria Khan
Co-Chair

Sameer Ansary
Treasurer

Our Team

Tanweer Ebrahim
Executive Director

Shaheen Auckbarullee
Program Director

Beena T. Syed
Peer Counsellor
Support Team

Zainab Manjra
Helpline Supervisor

Athir Jisrawi
Training and Dev. Coordinator

Amany Sharafeldin
Programs Coordinator

Mariam Mohamed
Peer Counsellor
Support Team

Brenda Viera
Administrator

Neena Raj
Data/Reporting Analytics
Evaluation Coordinator

Nazia Hussain
HR Manager

Fatima Minhaj
HR Coordinator

Qudsiya Siddiqui
Marketing Coordinator

Peer Counsellors*

12
Peer Counsellors

3
Peer Counsellor
Support Members

Volunteers

20
Volunteers

**Nisa Helpline is committed to protecting the confidentiality and privacy of our employees [peer counsellors] and service users.*

OUR MISSION & VISION

Our Mission

Champion the well-being of Muslim women in North America and **empower them with the tools necessary to lead self-sufficient and dignified lives.**

Our Vision

To live in a safe space where Muslim women are well **respected and truly empowered** to live in confidence and leadership.



OUR IMPACT

In 2022, **we received 5,400 calls for support** and the number continues to grow. The demand for Nisa Helpline's services is growing faster than ever and our peer counsellors are rising on the frontlines of mental health to provide an emotional safety net for vulnerable women and prevent a situation from becoming a crisis.

We have noticed a consistent increase in calls from women seeking emotional support, a safe space to address challenges in their relationships, concerns about mental health, anxiety and depression.

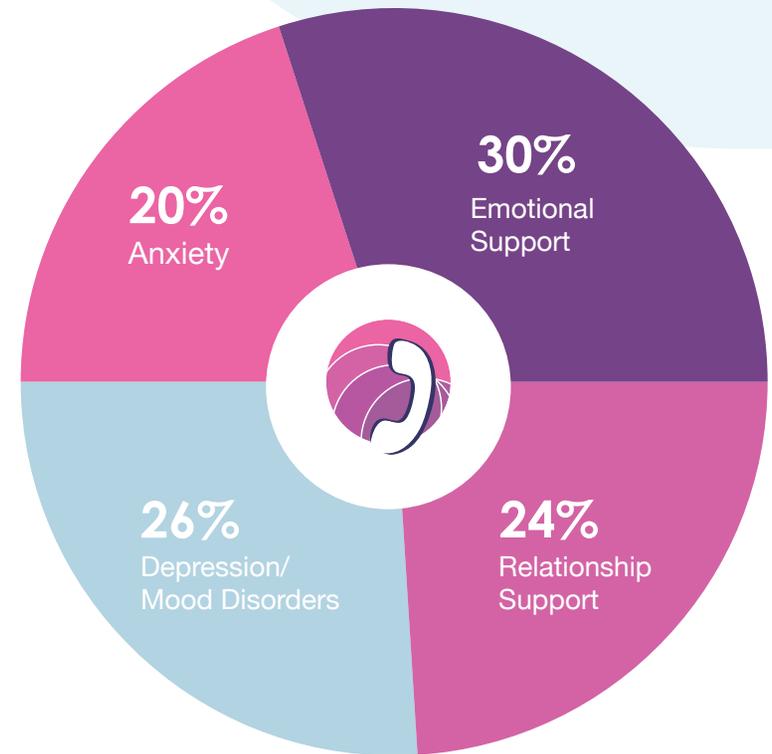


78% of callers sought support for depression, emotional and mental health concerns.



52,000
Calls received since inception

Top Reasons for Calls



DID YOU KNOW,

one third of people in Canada will experience a mental illness or substance use disorder in their lifetime and yet, a third of those Canadians can't get the mental health care they need.

Statistics Canada. Mental Illness in Canada 2020; and, Statistics Canada. Health at a Glance 2015.

*Samia's Call

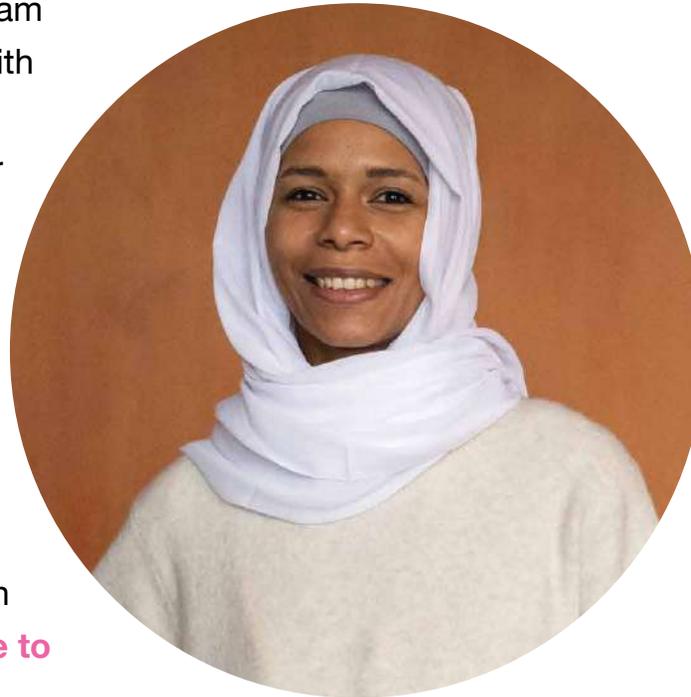
REAL STORIES. REAL IMPACT.

After losing her job, financial security and many loved ones, Samia* felt her relationship with Islam fraying. She felt disconnected and struggled with prayer, making dua, or reading Quran. When she did engage in worship, she felt bitter inside and overwhelmed with guilt and shame.

Samia lost interest in everything she had previously enjoyed and stopped meeting family or friends. **She couldn't understand why this was happening to her, the hopelessness, the emptiness.** But she was sure she needed someone to guide her through these hardships, so she **gathered the courage to seek help and called Nisa Helpline.**

Our peer counsellor created a safe space for Samia to share her feelings and struggles. The counsellor normalized her emotions, which helped Samia feel less alone in navigating this identity crisis. Samia found it easier to explore her spirituality in a safe and non-judgmental space and was referred to local support groups to help her process the losses she had experienced.

**Name, details and photo have been changed to protect the identity and privacy of our callers.*



42,105

Total minutes spent on calls



25,087

Website visitors



1,178

Users downloaded mental health resources

PROGRAMS & INITIATIVES

We're more than just a helpline.

Our unwavering dedication lies in uplifting women across every path they tread, equipping them with access to invaluable tools and resources crucial for flourishing in today's dynamic world.

This year, we hosted mental health workshops in partnership with Bell Let's Talk, a series of lessons on the story of Hajar (AS) in collaboration with BeingMe, online sessions to raise domestic violence awareness and more.

Educate to Illuminate

Nisa Helpline has created a series of mental health toolkits in collaboration with Human Concern International (HCI) to aid Muslim women in acquiring knowledge and skills that helps in improving their mental well-being and give them the strength and resiliency to overcome their trauma and hardship. The toolkit also includes resources to help with engaging, educating and equipping all community members to address the mental health needs of those around them.

This initiative encompasses four toolkits that are available for free on our website:



KNOWING YOUR ISLAMIC RIGHTS AS WOMEN



LANGUAGE SENSITIVITY IN DEALING WITH MENTAL HEALTH CRISIS

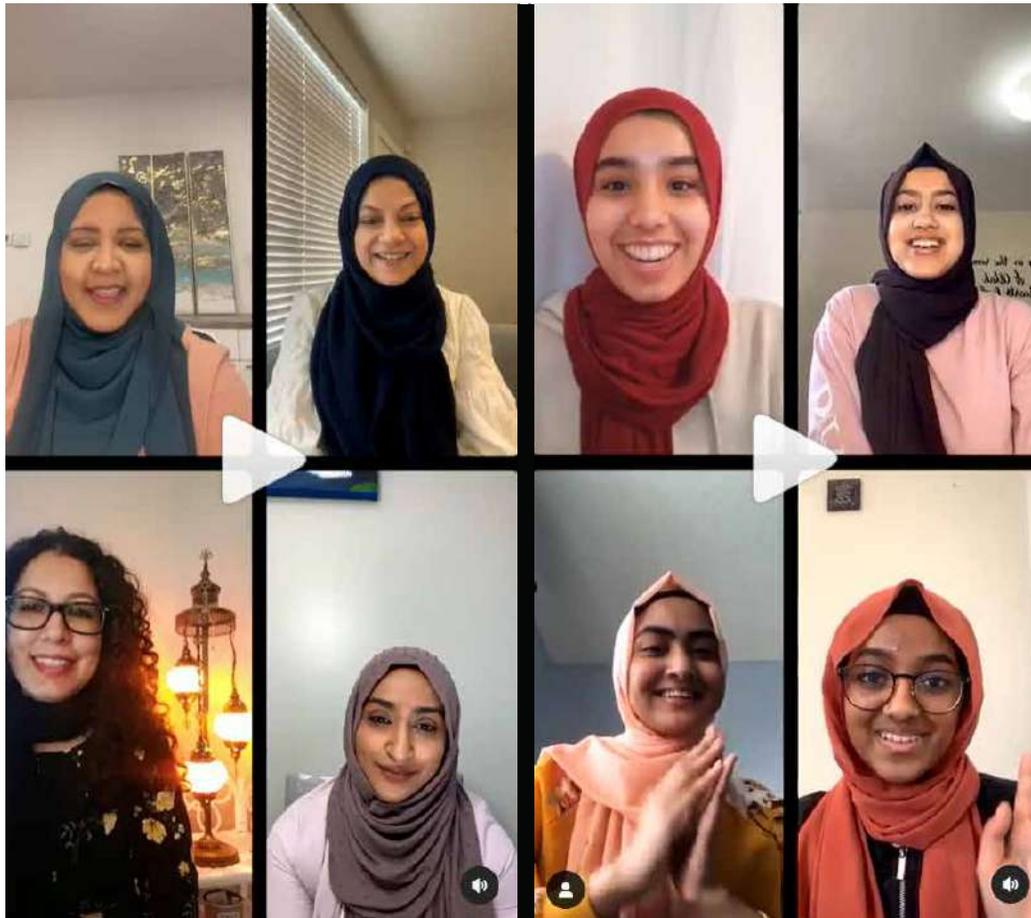


UNDERSTANDING MENTAL HEALTH FOR MUSLIM WOMEN



WITH DIFFICULTY IS RELIEF: SELF CARE GUIDE FOR MUSLIM WOMEN





Nisa Connects: Ramadan Edition

During Ramadan 2022, Nisa Helpline curated an exceptional series of five engaging Instagram lives. Enriched with wisdom and expertise, each discussion delved into compelling subjects such as Quranic Healing, Mental Health & The Pandemic and a youth-led discussion on Embracing the Muslim Identity and Covid-19's Impact on the Community, that resonated deeply with viewers.

From heartfelt discussions on self-care and personal growth to thought-provoking dialogues on social justice and community outreach, these insightful conversations left viewers feeling inspired and motivated.

 [Watch on YouTube @nisaHelpline](#)

Dhul Hijjah: Lessons from the life of Hajar (AS)

We hosted a series on the lessons from the life of Hajar (AS), an exemplar for women of all times. In collaboration with BeingMe, the series reflected on three essential lessons from the story of Hajar (AS) and explored how she wiped out all stereotypical notions about women, such as - women are emotionally unstable, weak-minded, timid during calamities, or always indecisive, and established the fact that women can accomplish great tasks despite adversities.

For this series, we had the following speakers: Ust. Samia Mubarak, Ust. Zohra Sarwari, Ust. Mona Rahman and Ust. Noreen Tilly share inspiring lessons and reflected on mental endurance, decisiveness and conquering fear.

 [Watch on YouTube @nisahelpline](#)



Her Wellness Journey

We partnered with Bell Let's Talk to bring you “Her Wellness Journey” – a transformative virtual workshop series designed to enhance the social support, self-esteem, and emotional well-being of Muslim women. With a solution-focused approach and practical tools, we're committed to supporting Muslim women through life's diverse challenges and helping them uncover their most authentic selves.

In 2022, we hosted the following workshops and each mental health professional created a resourceful guide that highlights key takeaways, strategies and tips to manage your well-being.

1. The Wisdom of Anxiety

by Registered Psychotherapist, Kamela Salimi.



WORKSHOP

The Wisdom of Anxiety

Thurs, Oct. 6 at 7 pm EST

Hosted by
Kamela Salimi,
Registered Psychotherapist

Nisa Helpline

Bell Let's Talk
Proud Partner

The poster features a pink and purple color scheme. At the top, it says 'WORKSHOP' in a pink box. Below that, the title 'The Wisdom of Anxiety' is written in a cursive font, followed by the date and time. A circular portrait of Kamela Salimi is on the left. The central illustration shows a hand holding a brain with flowers growing from it. Logos for Nisa Helpline and Bell Let's Talk are at the bottom.

2. Overcoming Imposter Syndrome

by Certified Psychologist, Dr. Areeba Adnan



WORKSHOP

**OVERCOMING
Imposter Syndrome**

Tues, Dec. 13, at 7 PM EST

Hosted by
Dr. Areeba Adnan
Certified Psychologist

Nisa Helpline

Bell Let's Talk
Proud Partner

The poster features a purple and pink color scheme. At the top, it says 'WORKSHOP' in a purple box. Below that, the title 'OVERCOMING Imposter Syndrome' is written in bold. A circular portrait of Dr. Areeba Adnan is on the left. The central illustration shows a woman in a purple hijab and coat standing next to a circular inset of a woman with question marks around her head. Logos for Nisa Helpline and Bell Let's Talk are at the bottom.

 Workshops continued in 2023,
Watch on YouTube @nisahelpline

16 Days of Activism Against Gender-based Violence

From November 25 to December 10, Nisa Helpline championed the global initiative by addressing gender-based violence, sharing knowledge and increasing awareness to better meet the needs of survivors in our community.

In support of this initiative, Nisa Helpline's theme for 16 Days of Activism against Gender-based violence is Honour her call. Hear her plea. The theme is about recognizing how vulnerable women find the courage to call Nisa Helpline and seek help. Our helpline is her first line of contact to be vulnerable, address her fears and feelings in a safe, confidential space and start her healing journey.

As the first-ever helpline for Muslim women in North America, we recognize and understand the unique barriers women in the Muslim community face when distressed. They delay seeking help because they are overburdened by guilt, shame and blame due to social stigma and lack of cultural competence.

We hosted two Instagram Lives on:

1. **Islam's position on Domestic Violence and it's prevalence in our community. Speaker Imam Hosam Helal, Associate Muslim Chaplain at Brock University and Youth & Education Manager at ISNA Canada.**
2. **How to be an ally for DV survivors. Speaker: Aasiyah Khan from NCCM.**



The Great Canadian Bake Sale – MSA Edition

Muslim Student Associations from across the country participated in fundraising for Nisa Helpline and extended their support by:



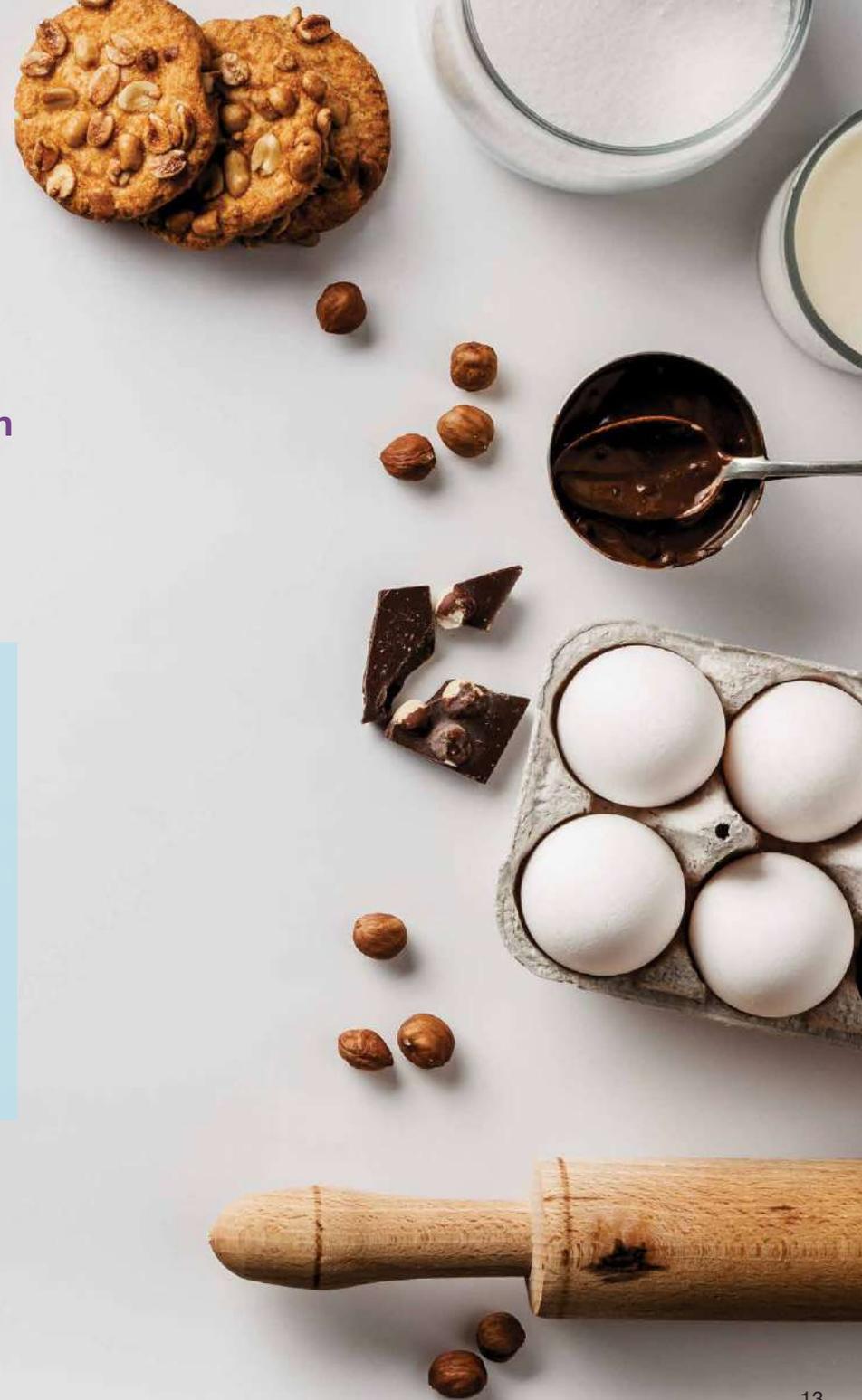
Taking a stand in empowering women



Showing support for survivors



Supporting Nisa Helpline to meet the needs of vulnerable women



Annual Fundraising Night Connecting Hearts. Building Communities

Nisa Helpline proudly presented Connecting Hearts. Building Communities in December 2022 for an inspirational event featuring respected speakers and performers. The event brought together a diverse group of 200 passionate individuals, united by a common purpose: to uplift and empower our community.

With seven esteemed speakers (Dr. Shahina Siddiqui, Shaykh Alaa El-Sayed, Ustadha Taimiyyah Zubair, Shaykh Daood Butt, Tasneem Ghauri, Sarah Attia, and Dr. Areeba Adnan), and two mesmerizing spoken word artists (Iman Dirie and Sakeena Niazi), our hearts and minds were captivated by emotional performances and speeches, and the evening was an inspiration to all.

The success of Connecting Hearts. Building Communities served as a reminder that together, we can achieve remarkable things. It was a testament to the strength of human kindness and the transformative power of unity. The Nisa Helpline team continues to lead the way with a renewed sense of determination to continue our vital work, and a promise to host more motivational and thought-provoking events in the coming years.
In sha Allah



FINANCIAL STATEMENTS

REVENUE

GRANTS	\$210,744
DONATIONS	\$273,637
TOTAL	\$484,381

EXPENSES

CHARITABLE EXPENSES	\$426,686
ADMINISTRATIVE COSTS	\$30,639
FUNDRAISING COSTS	\$96,938
TOTAL	\$554,263

COMMUNITY PARTNERS & SUPPORTERS





nisahelpline.com | Free, Confidential Counselling 1-888-315-6472

     @nisahelpline