

## **Best Campaign Award**

Muslim Sisters of Éire, is a grassroots non-profit all female organization, established in July 2010. Muslim Sisters of Eire, which initially and still does address issues relating to diversity, race, integration, and women in society through our conferences and events. We aim to contribute towards community cohesion and fight stereotypes most media outlets portray about muslim and migrant women. Our longest and ongoing project is our soup run that we hold outside of the GPO every Friday night, where most of Ireland's vulnerable rely on our services.

We wish to enter this competition under the category of 'Best Campaign award'. The campaign we wish to nominate is our 'This is me ' education campaign.

The 'This is me' educational campaign was inspired as a preventative in the battle of ideas, as a result of the heartbreaking and devastating massacre of the 2019 Christchurch mosque shooting. The attack drew parallels with Ireland as a quiet friendly island country where the unthinkable happened pushed us to create an educational campaign to reach out to students and educate the next generation and combat islamophobia.

Whenever Muslim women are thought of or spoken about, the first thing that pops into anyone's mind is the image of a woman in hijab (headscarf), niqab (face veil) or a burqa (full face covering the eyes). As the worldwide media turns its undivided attention to the exploration of Muslim women in hijab, at times being

wrapped within a veil of fear. By bringing Muslim leaders to schools and presenting them with information about integration and Islam, gives Irish students the chance to meet and speak with a Muslim woman where they can ask questions and learn more about the faith.

As a result, Lorraine was invited to give a presentation about Muslim Sisters of Eire at an education conference in April 2019 for the Junior Cycle for Teachers (JCT) Religious Education Team, Department of Education and Skills held at Dublin City University, Dublin, Ireland. This is where the 'This is me' educational campaign was launched.

The purpose of this campaign is to give students an opportunity to meet and converse with a Muslim Woman, break down stereotypes and give students to ask a Muslim anything they've ever wanted to know!

The "This is Me!" educational campaign aims to educate and provide outreach to Muslim women in the classroom where they can learn more about their family and community, their life and work. There are educated Muslim women who are homemakers, doctors, lawyers and teachers.

The "This is me" educational campaign highlights that while hijab can mean 'veiling' or 'screening,' we shouldn't let it screen us from friendship. We believe that interactions or conversations can build relationships, help students engage with and understand different perspectives and cultures.

Muslim sisters of Eire have been invited to present at over 50 schools nationwide. The presentation is a PowerPoint highlighting the work that we- as Muslim women do and a Q and A at the end where students are welcome to ask anything they have ever wanted to ask a Muslim woman.

During the pandemic the campaign was presented to schools via zoom.

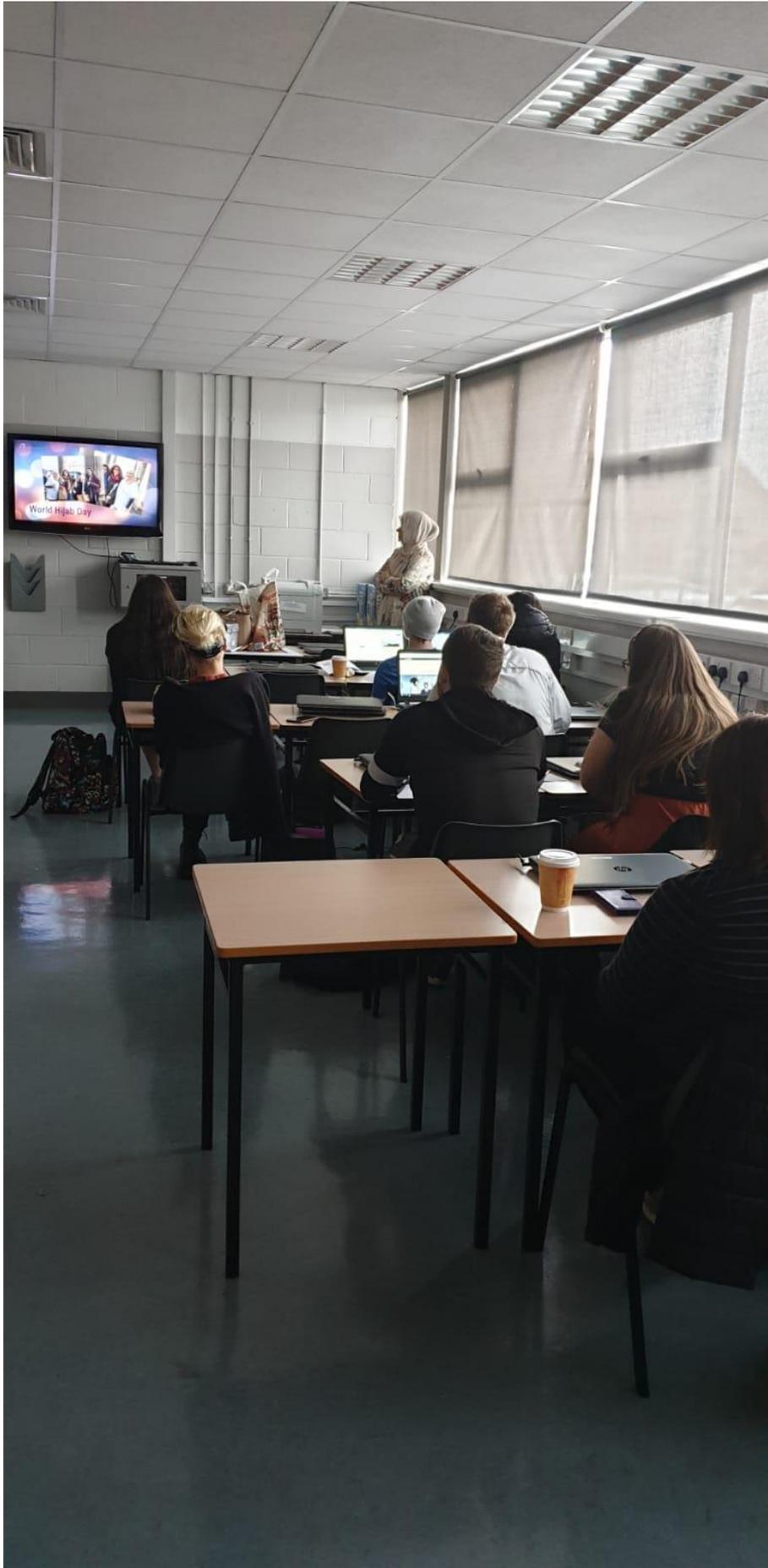
The campaign grew momentum and was spoken about within education circles. As a result we were approached by two curriculum publishing houses in Ireland and invited to contribute to the religious education syllabus for post primary education in Ireland on the subject of Islam and charity.

The text books are 'Inspire', by [educate.ie](http://educate.ie) and 'Soul Seekers', by Veritas Publishing house. Both textbooks are in circulation across all post primary schools in Ireland.

This campaign is a recognition of the importance of integration and the role Muslim women have played in Irish society.

We wish to thank you for the opportunity to present our activity and for your interest in learning more about our organisation Muslim Sisters of Eire.







Instagram



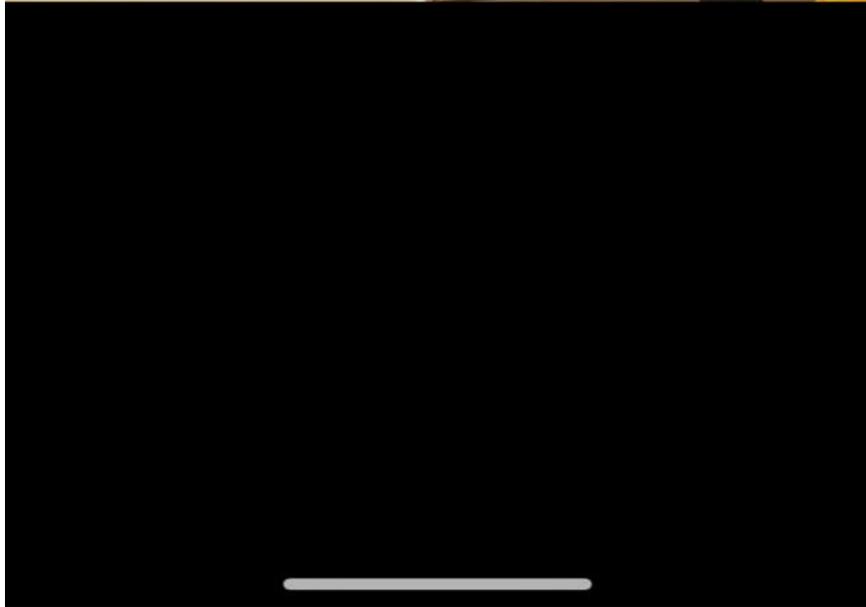
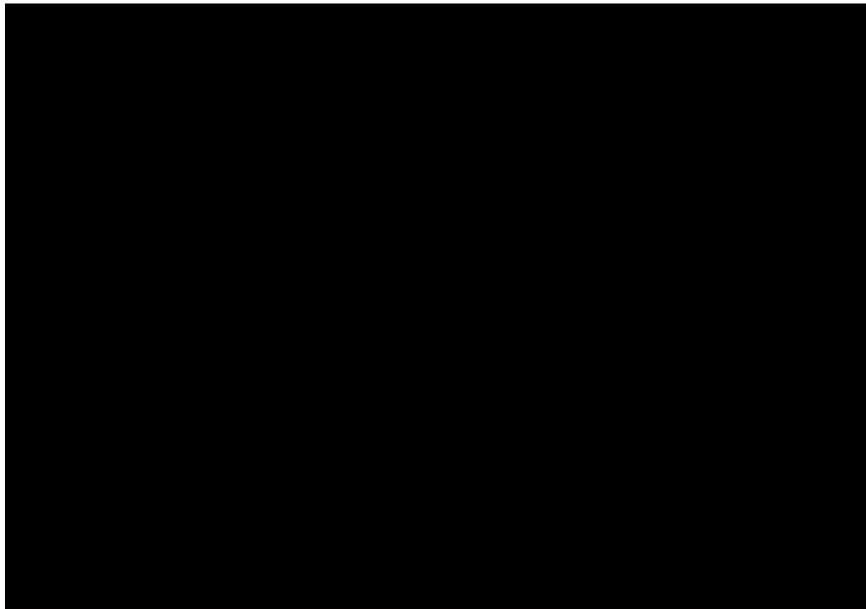
MUSLIM SISTERS OF EIRE  
EMPOWERING MUSLIM WOMEN IN IRELAND

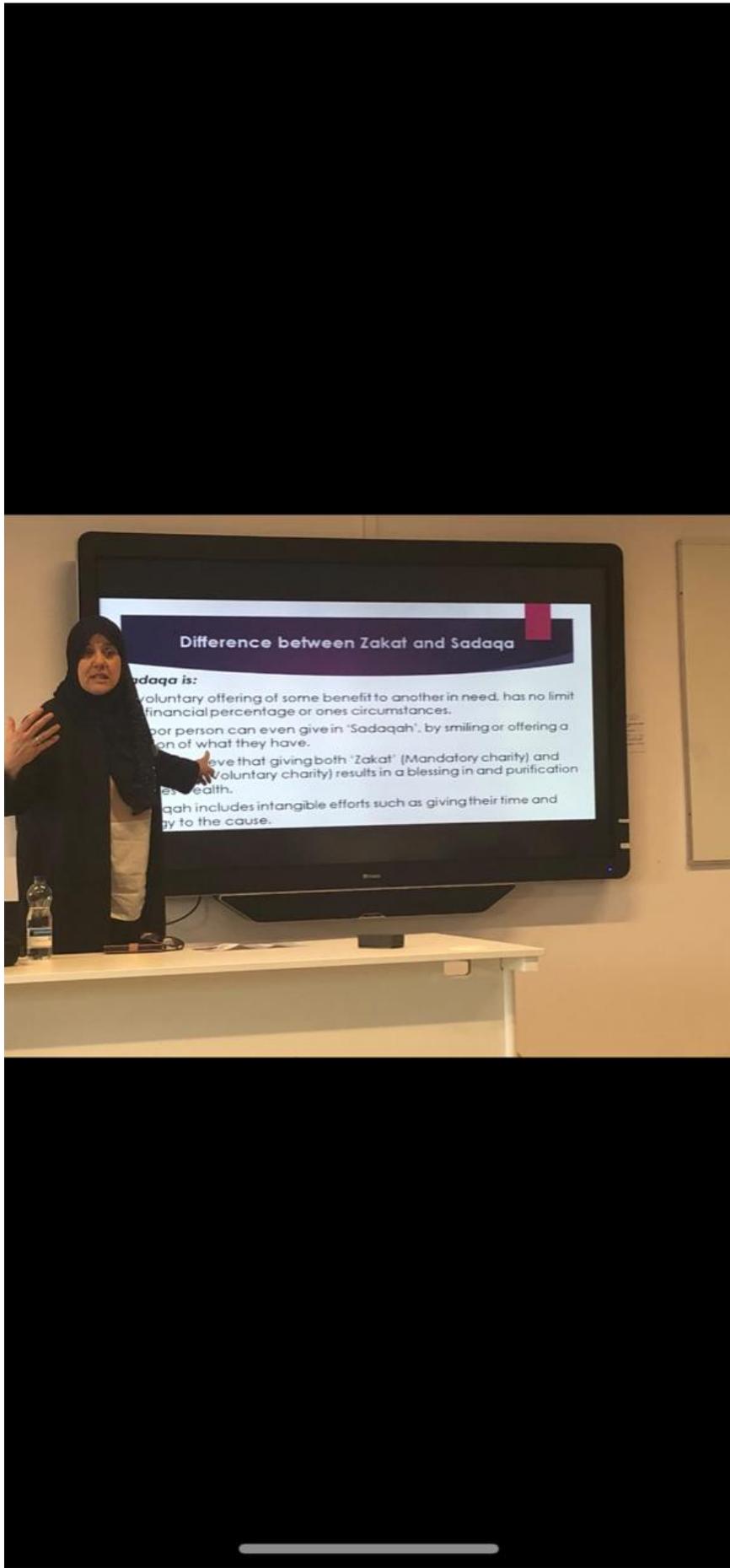


12.2k likes  
#msoe #myhijabmychoice #morethanalabel  
#thisisme  
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## Muslim Sisters of Eire Presents



## This is me!

- The purpose of this campaign is to give students an opportunity to meet and converse with a Muslim Woman.
- **"This is Me!"** is a campaign to outreach Muslim women in their family and community, their life and work. There are educated Muslim women who are homemakers, doctors, lawyers and some might even be your teacher!
- While *hijab* can mean 'veiling' or 'screening,' we shouldn't let it screen us from friendship. We would love to bring this campaign to your school and we believe that interactions or conversations can build relationships, help students engage with and understand different perspectives and cultures.



