



Annual Report

2022–2023



7 years ago,
we laced up
our shoes
and hit the
ground
running,
racing to
meet the
needs of
the Muslim
ummah.



START →

Each year, propelled by your unwavering support, we've made strides in research, content, and digital outreach.

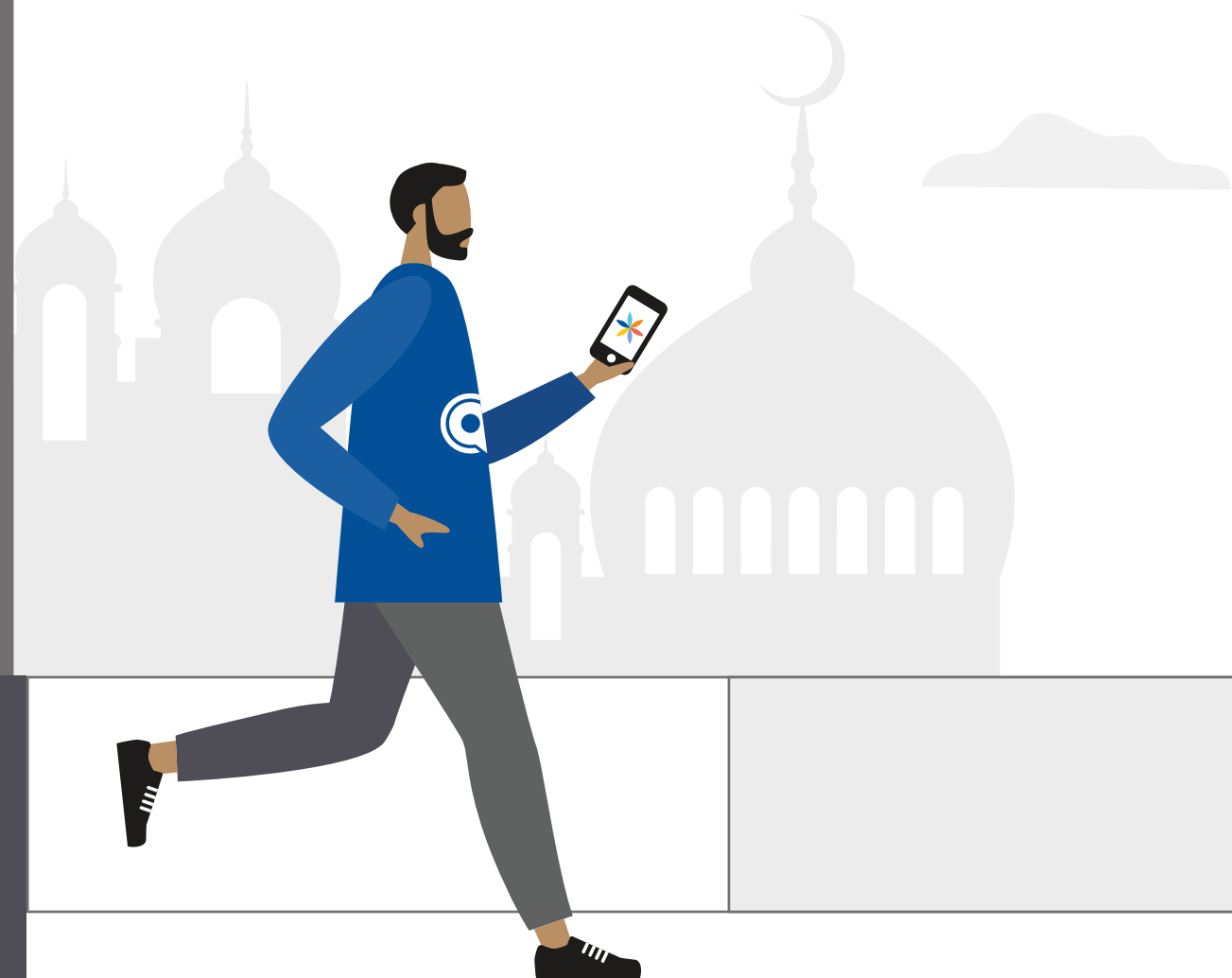
But this year, a year of firsts, set our pace apart.

Here are 5 major milestones we were the first to reach.



MILESTONE 1

The first-ever assessment of religiosity.



In November 2022, we launched Yaqeen Compass™.

It was groundbreaking.

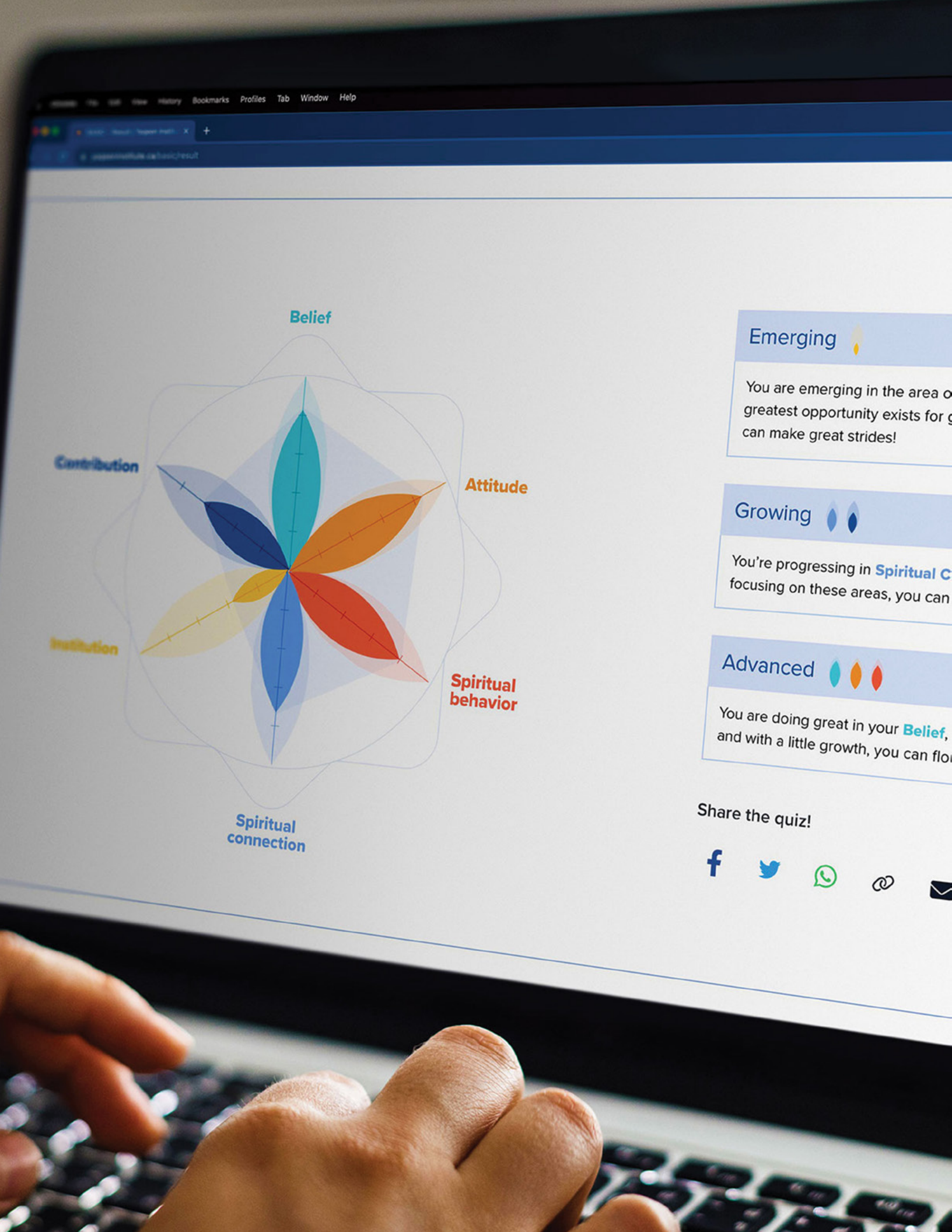
This tool gives Muslims a holistic look at key areas of their religiosity, and provides personalized recommendations on how to keep their *iman* growing.

“I just took the test, and it very efficiently showed me my weak and strong areas. InshaAllah, I’ll strive to become a better version of myself!” Anonymous









40,000 users have taken the quiz.



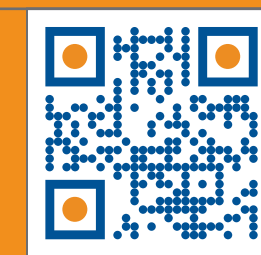


After answering a few research-backed questions, you're instantly shown how you're doing in six key areas of religiosity.

Here's what each area measures:

 <p>Belief</p> <p>Indicates the importance of the core aspects of faith in your life.</p>	 <p>Attitude</p> <p>Measures your cognitive and emotional acceptance of what Allah has written for you.</p>	 <p>Spiritual Behavior</p> <p>Reflects the frequency with which you attempt to connect with God.</p>
 <p>Spiritual Connection</p> <p>Captures how aware, focused, and connected you feel to Allah.</p>	 <p>Institution</p> <p>Refers to your involvement in, and connection with, the Muslim community.</p>	 <p>Contribution</p> <p>Gauges how frequently you engage in behaviors that seek to benefit others.</p>

Then, you are provided with resources in each category that kick-start your growth.



← See it for yourself!

MILESTONE 2

The first-of-its-kind curriculum on the LGBTQ+ narrative.

Policies normalizing the LGBTQ+ narrative are being pushed in school systems at an alarming rate.

So we reclaimed our narrative.

Your funding has produced a guide for educators to present this topic in a nuanced, sensitive, age-appropriate manner while invoking students' critical thinking skills.

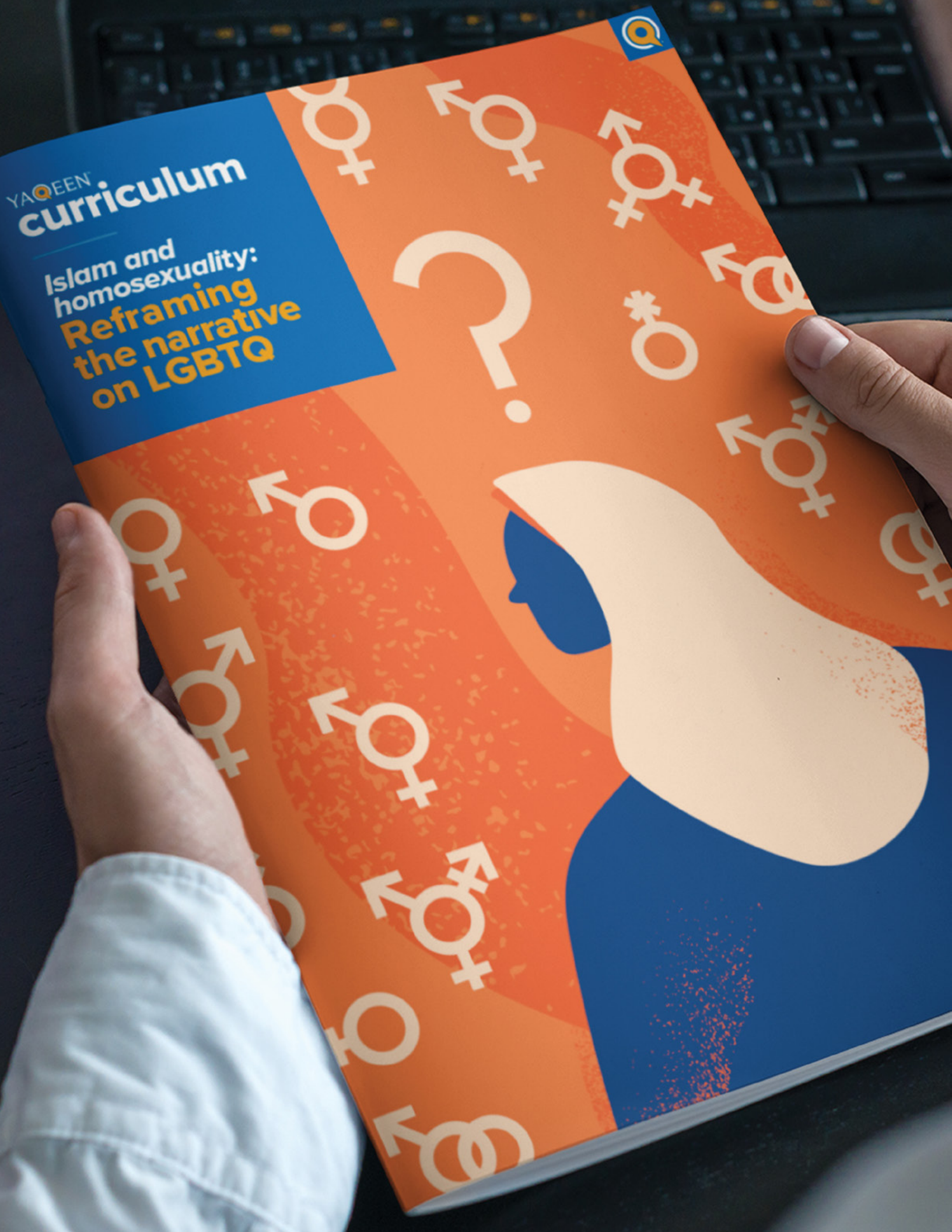


“This is a topic we shy away from. It’s inspiring to see how you stay true to the message of Islam.”
Anonymous

1,000 organizations are using curriculum.

Units downloaded over 26,000 times.



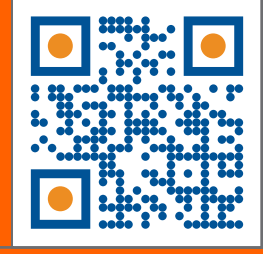
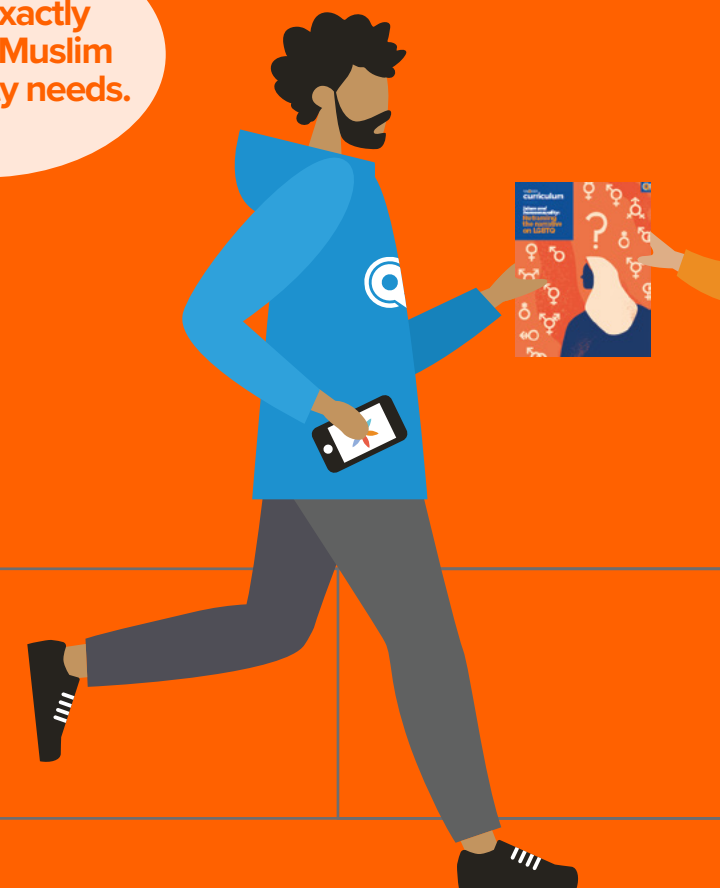


This pioneering curriculum has empowered students and teachers alike.

It's given them the ability to deconstruct the LGBTQ+ narrative and coherently articulate an alternate position rooted in the Qur'an and Sunnah.

LGBTQ+ is explained in line with Islam with real-life examples, struggles are acknowledged, and solutions are outlined.

This is exactly what the Muslim community needs.



← View the unit here.

MILESTONE 3

Yaqeen's first academic book.

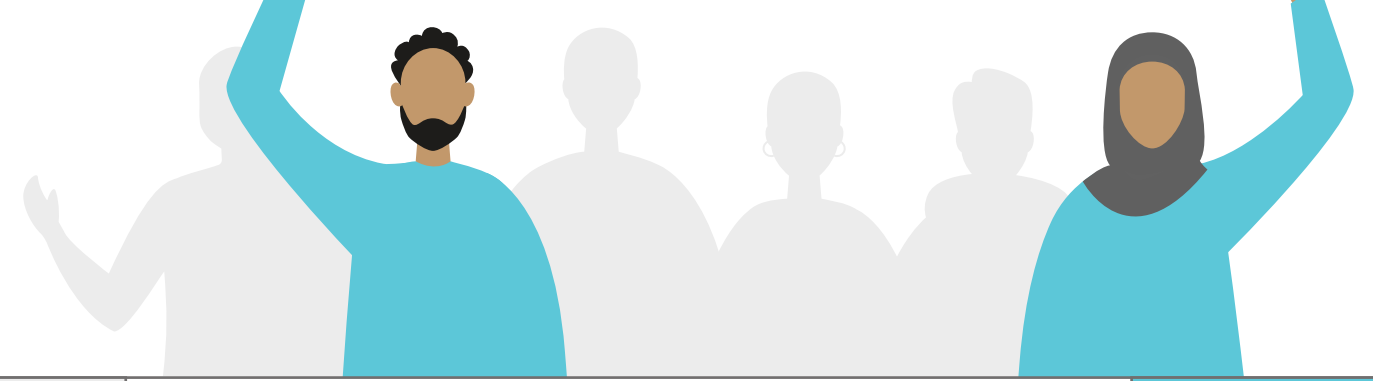


Over 11,284 downloads for this book alone.

This book is unlike any other academic text.

The Final Prophet: Proofs for the Prophethood of Muhammad ﷺ is a foundational, extensive compilation that is unconventionally simple and clear while also maintaining the emotional connection of the topic.

“This book truly satisfied my heart. As we are all humans, we have innate doubt inside us. Thank you for the strong proofs.” Amazon book review



Our books have been downloaded 106,411 times.





A book of this nature has the power to transform the lives of Muslims and non-Muslims alike.

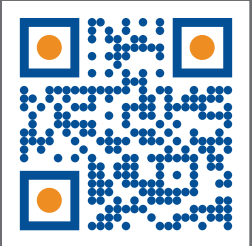
“Whether you are already Muslim, a newly awakened Muslim, or just someone interested in Islam—this is a **MUST** read. After the Qur’an and authentic Sunnah this is hands down the most valuable publication you can own.”

Amazon book review

“In an age of uncertainty and skepticism, there is nothing more important than building certainty in a most salient truth: the prophethood of Muhammad ﷺ.”

Dr. Hatem al-Haj

We really needed this precious resource.



← Download the ebook here.

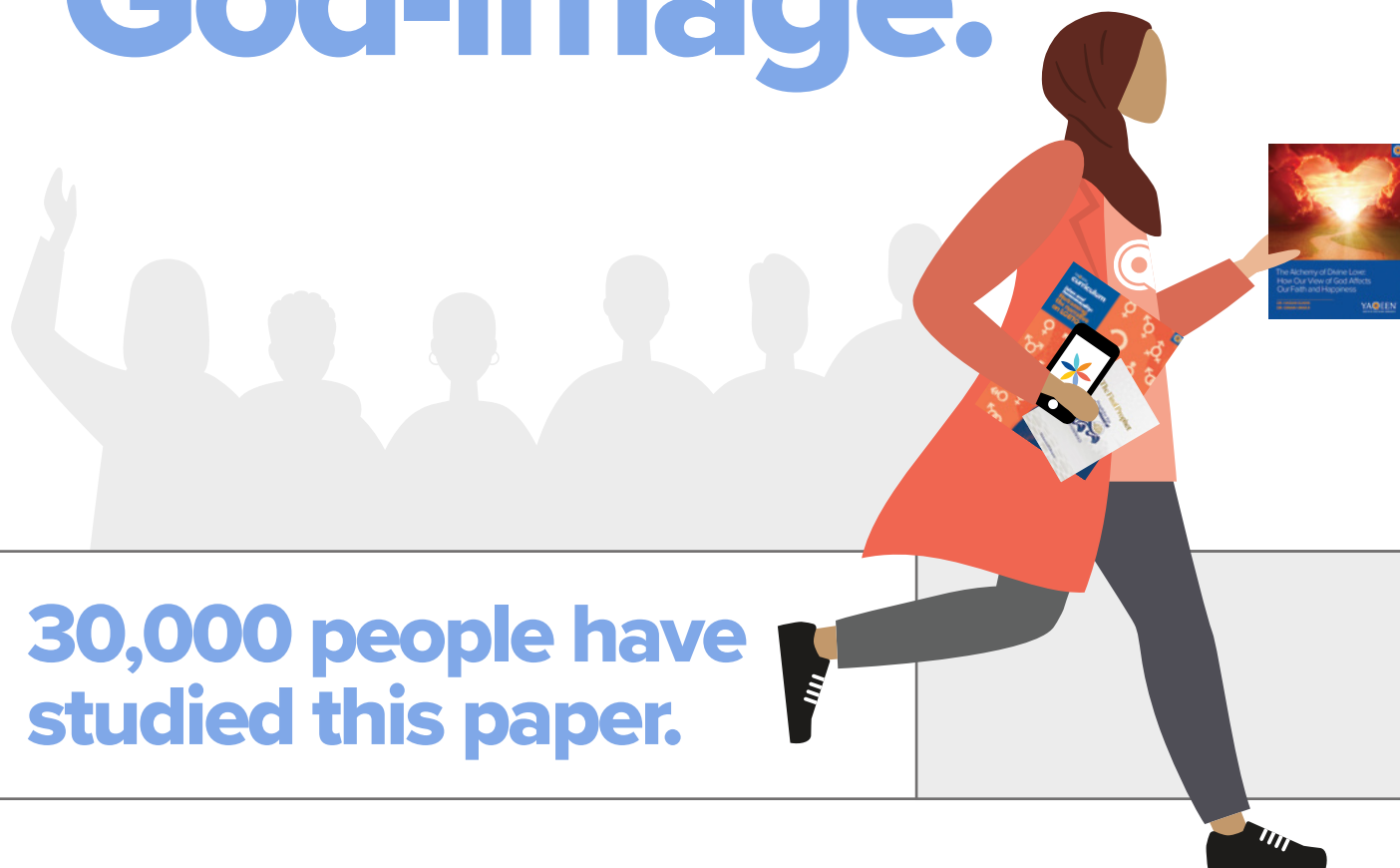
MILESTONE 4

The first-ever quantitative study on attachment & God-image.

With your help, we've been able to gain crucial insight into how our relationship with Allah develops and improves.

Our God-image study quantified the connection between a person's view of God and their overall sense of well-being and religiosity.

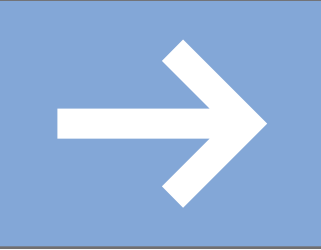
This has never been done before.



This paper is even being used in seminary curricula, including Cambridge Muslim College's Islamic Psychology program.

30,000 people have studied this paper.

Our papers have been read 1,604,435 times this year.





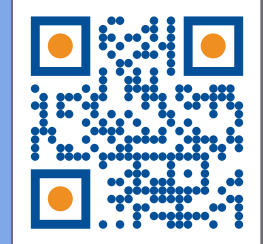
We surveyed Muslims across North America and analyzed their responses.

The results:

- ① If one has a benevolent image of God, they are more likely to have a healthy attachment to Him and a higher level of religious practice.
- ② Positive parenting and teaching practices improve a child's image of God.
- ③ Harsh parenting and teaching practices damage a child's image of God.



This publication made clear to me how my work [as a maternal/child health consultant] may support new and expecting parents to promote healthier attachments with their young children.



← Read the paper here.

MILESTONE 5

Our first video series to hit over ten million views.



**12,642,687* total views.
Watched in 145 countries.**

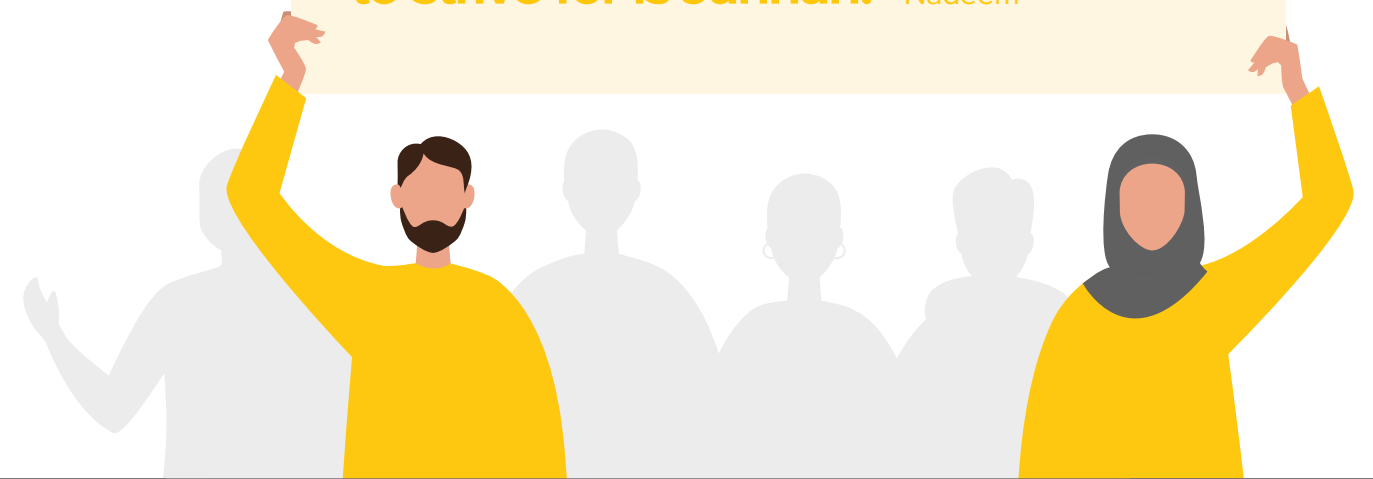
*Includes data collected up until May 31, 2023.

Believers need hope and the promise of eternal joy to sustain them through difficult times.

The 2023 Ramadan series, *Jannah: Home at Last*, uniquely conveyed this profound message.

Our team kept on the cutting edge of digital videography and storytelling, using unique 3-D renderings to share a transformative narrative.

“When I listen to this series, it makes me forget about this *dunya*. All I want to strive for is Jannah.” Nadeem

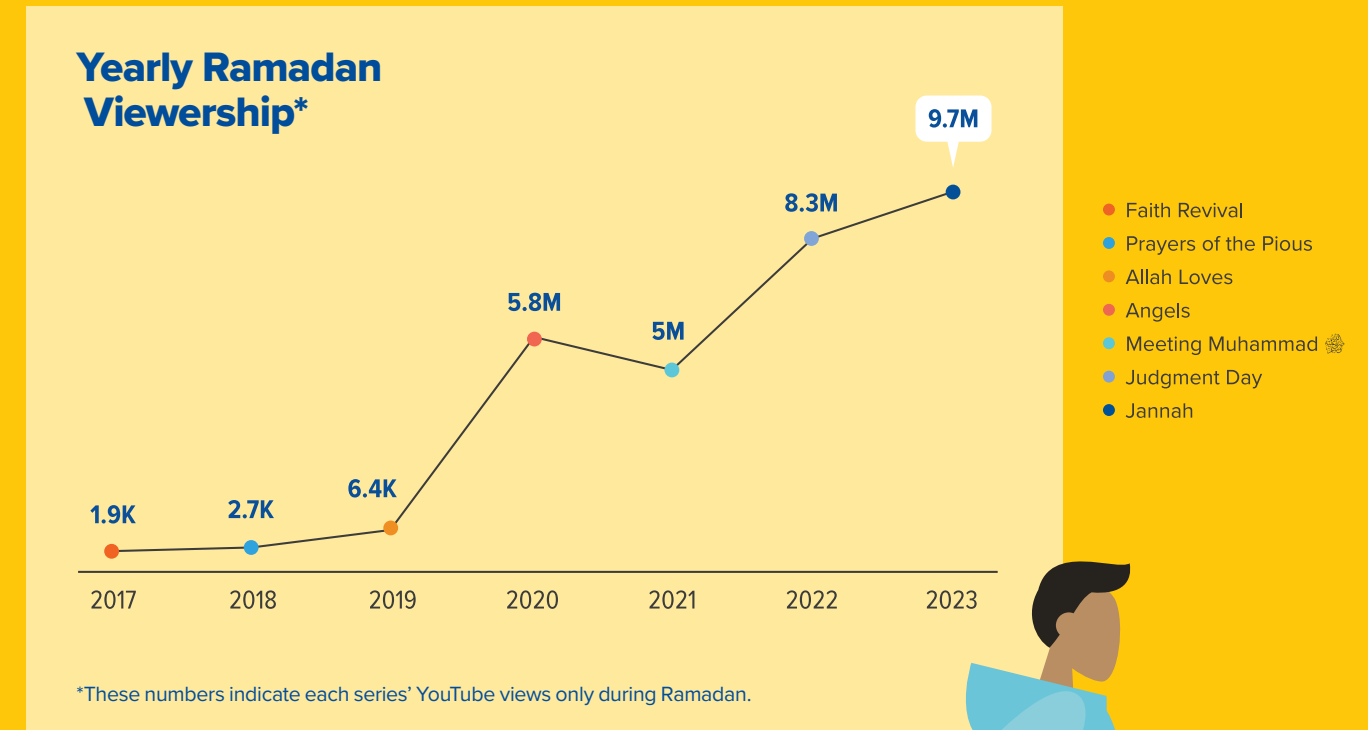


Translated into Spanish, Arabic, and Malay.

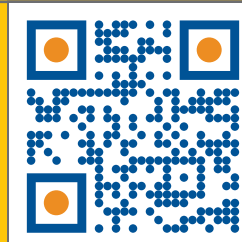




The annual Ramadan series has been a huge part of Yaqeen since inception. As we pivoted to prioritizing our media arm, the audience's appreciation for it has been exponential.



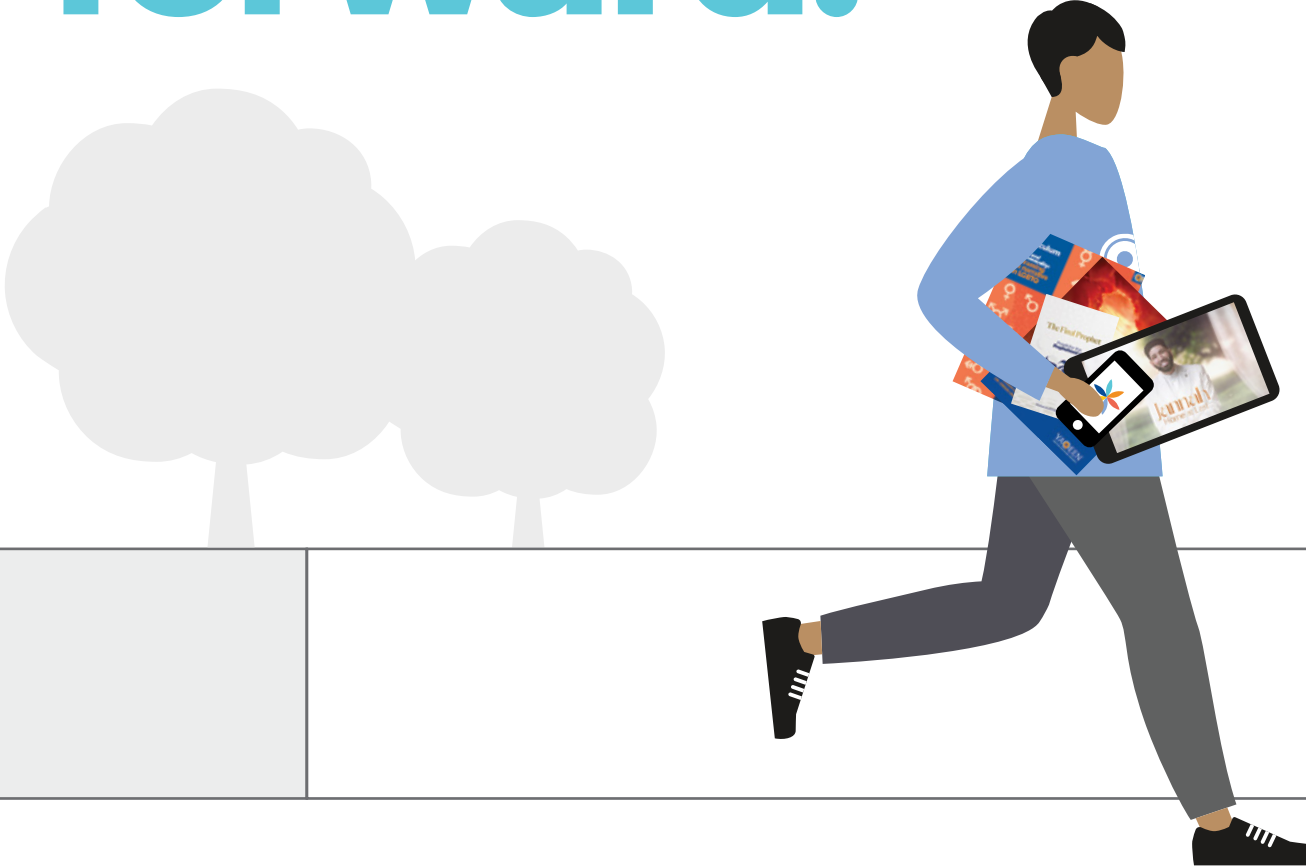
We've set our sights upward!
Audience views continue to multiply in the millions.



←
Watch the series here.

And there was more that spurred us forward.

With your help, the team continued to produce research papers, ebooks, video series, podcast episodes, blog posts, and social media content that pulled hearts towards Him.



Over 60 new resources published.

YAQeen curriculum

Why we worship God

YAQeen curriculum

Caring for the Earth is worship: Environmental ethics in Islam

YAQeen curriculum

Islam and homosexuality: Reframing the narrative on LGBTQ

YAQeen curriculum

Conscious or Coerced: Divine Decree in Islam



DoubleTake
A Yaqeen Podcast

What you need to know about Hell
webinar

Dr. Omar Suleiman

The LGBTQ Question
What does Islam say?

How to raise Muslim Children

Sh. Ibrahim Hindy, Sh. Muhammad Eshinawy, Dr. Arfeen Malick

Sincerely,

Sh. Ibrahim Hindy, Sh. Abdullah Odure



In the Voice of Jannah
• AN ANTHOLOGY •

Haifa Kapadia • Jenn Fannoun • Hana Al-Harastani

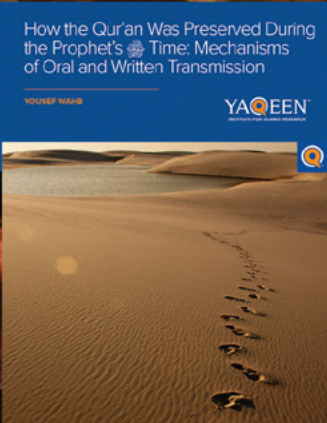
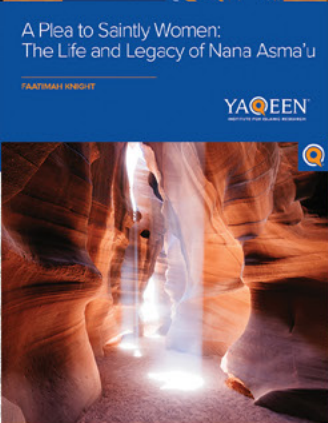
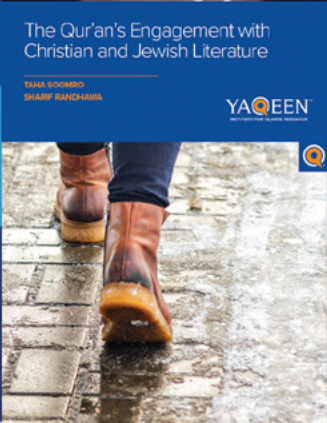
THE FIRSTS SPECIAL

The Amwas Plague

Who do you imagine God to be?

Dr. Hassan Elwan, Dr. Tesneem Alkiek, Dr. Osman Umarji

Dogma disrupted
PODCAST



What to do on the day of Arafah

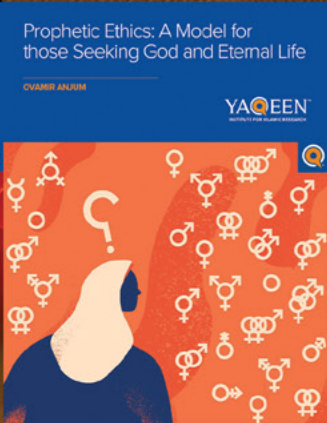
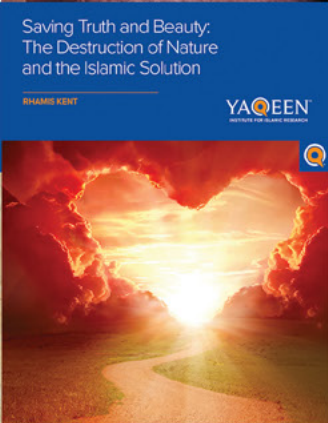
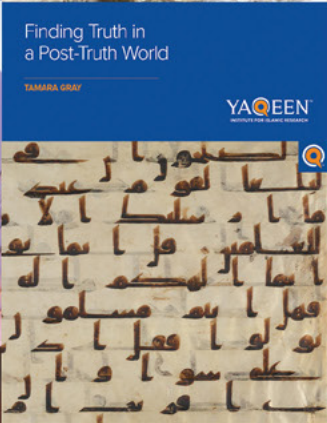
Dr. Omar Suleiman, Sh. Abdullah Odure

YAQeen podcast

Qur'an convos
Tadabbur

Premiering Mid September

Upheld by Allah
WOMEN IN THE QUR'AN



THE FIRSTS

Attaching to Allah

The Uthmanic Codex: Understanding How the Qur'an was Preserved

AMMAR KHAYAT, MAZER KHAN

The Alchemy of Divine Love: How Our View of God Affects Our Faith and Happiness

DR. HASSAN ELWAN, DR. OSMAN UMARJI

Islam and the LGBTQ Question: Reframing the Narrative

Qur'an 30 for 30
Judgment Day Edition

Sh. Omar Suleiman & Sh. Ismail Kamdar

The Shukr Lifestyle
A Gratitude Journal

Ismail Kamdar & Roohi Tahir

Qur'an 30 for 30
Seerah Edition

Dr. Omar Suleiman & Sh. Ismail Kamdar

Approaching the Qur'an through the Names of Allah

DR. IMRAN YOUSUF

Why We Need 'Ulamā': Islamic Knowledge in a Secular Age

USAMA AL-AZAMI

On The Timing and Virtues of the Night of Power: The Heart's Joy in Remembering Laylat al-Qadr by Ibn al-'Iraqi

ABD ZUKRI AHMAD BIN ABDIL KADIB AL-IBRAHIMI

Your support helped our team power through...

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IMAM TOM FACCHINE Director of Islam & Society	DR. OSMAN UMARJI Director of Survey, Research & Evaluation	SHERINE ABOELEZZ Curriculum Operations Manager	TAREK GHANEM Content Editor
SH YOUSEF WAHB Director of Quranic Studies	DR. TAMER DESOUKY Social Scientist		

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	MONA HALABY Operations Manager	OMAR MAROUF Controller, Canada		

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				JANIS MAHNURE Product Manager, Videos

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		OMAR MIR Digital Operations Manager	HAFSA KAPADIA Copywriter	FAWZI YAHYA Head of Video Production
		SHAZIA AHMED Digital Ads/SEO Specialist	HANA AL-HARASTANI Copywriter	CHANCELLOR SHECKISSA Video Recorder & Editor
		TAREQ TAMR Social Media Manager	JANNAH HAQUE Editorial Designer	FADZIL BIN HARRIS Video Editor
		EZZA MUNIR Social Media Specialist	JENN FANNOUN Copywriter	ZHAFRI KAMARUZAMAN Head of Animation
		HASSAM MUNIR Social Media Strategist	MOATAZ AHMED Graphic Designer	AZLAN SHAMSUDDIN Animator
			NOUR ELBADAWY Creative Project Manager	HAFIZH HAMID Animator
			ROLA EL-AYOUBI Graphic Designer	
			SAARAH KHAN Graphic Designer	

Research
22%
\$1,096,688.47

General & Administrative
19%
\$937,648.40

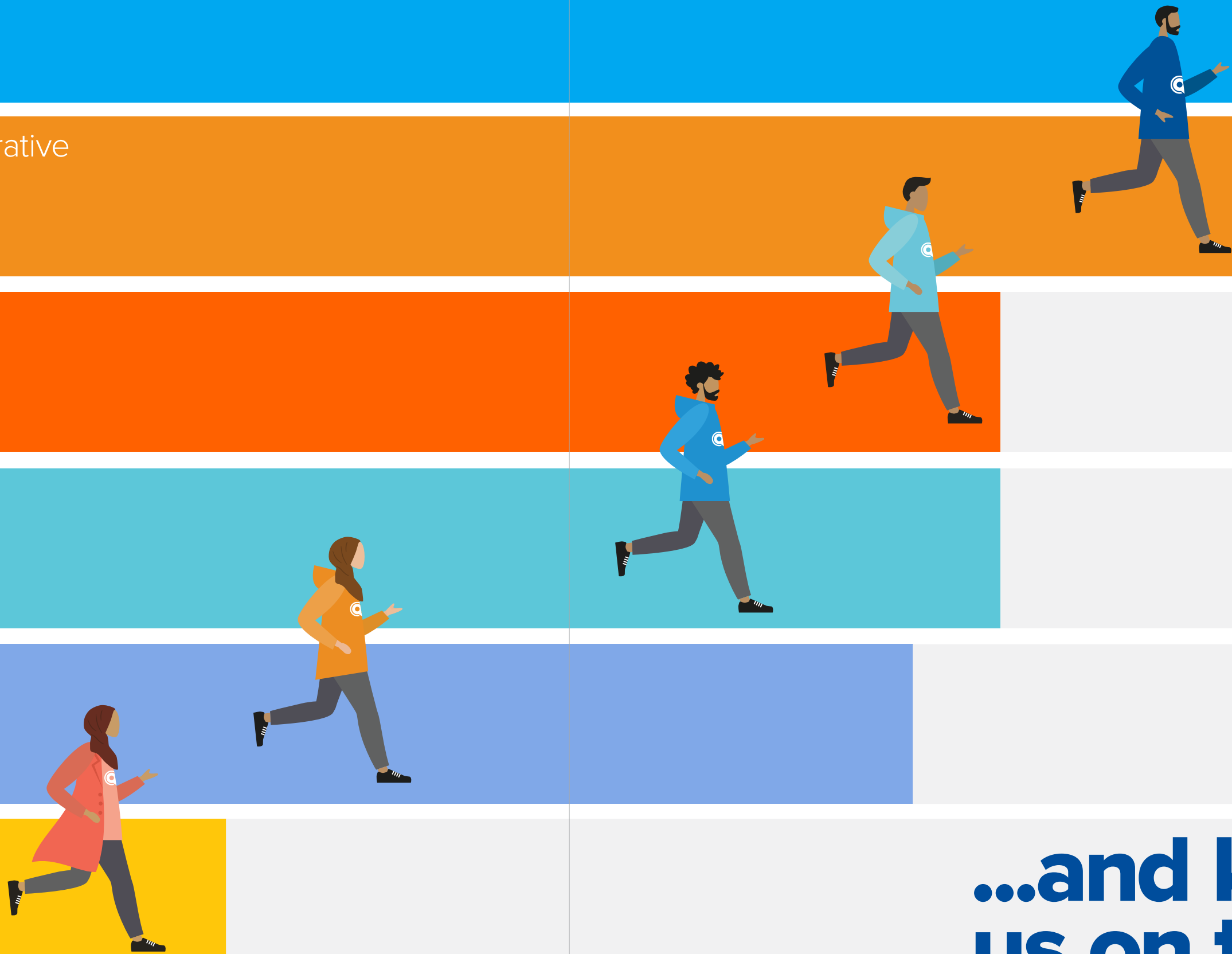
Development
16%
\$801,909.09

Creative
16%
\$796,233.15

Marketing
15%
\$768,414.05

Engineering
7%
\$347,835.44

Expanded Learning
5%
\$264,343.83

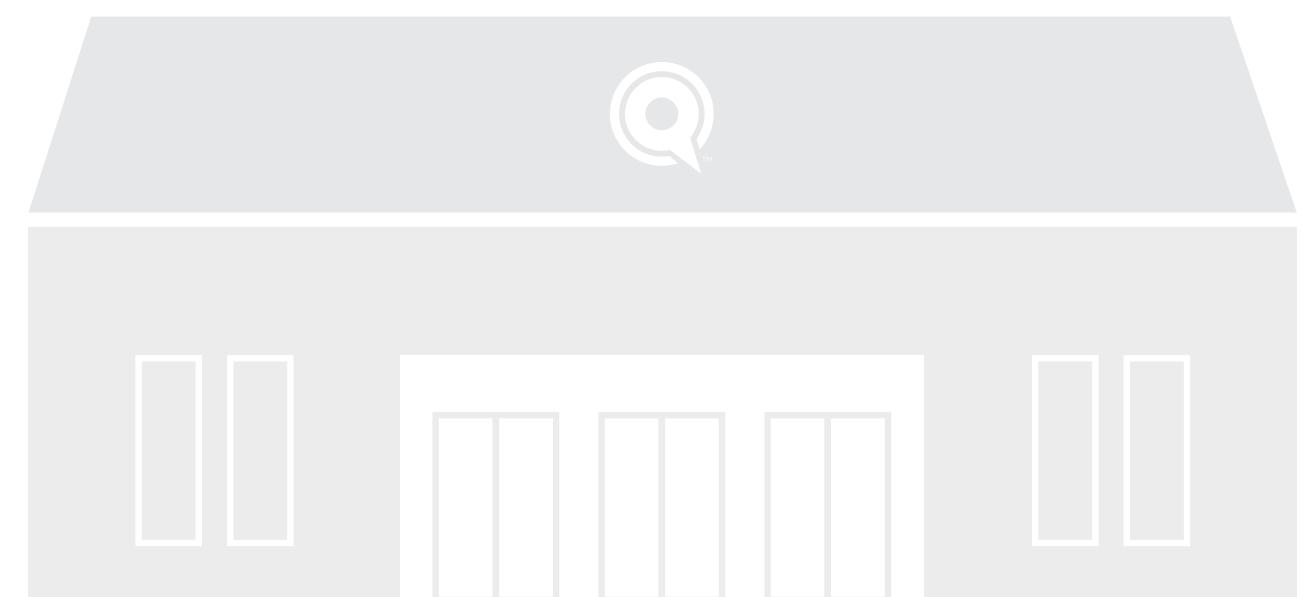


...and kept us on track.

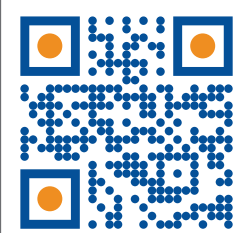
As we continue to push forward,
what was once a vision in the
distance has become clearer.

With your help, Yaqeen is well on
its way to becoming the **foremost
global resource** on Islam.

Thank you for catapulting us closer to that goal.



We hope that you'll run
alongside us again.



←
Donate
here.

Letter from the President & CEO

As-salaamu 'alaykum,

“Everyone has a direction in which they turn; so race [towards] good works. Wherever you may be, Allah will bring you all together; surely Allah is powerful over everything.” Qur'an, 2:148

We joined a race 7 years ago.
The competition has been fierce.

On one side, the formidable Islamophobia industry, bulked up on millions in funding, had already sped ahead. On another, a never-ending stampede of content threatened to flatten the message so many need to hear. And all around us, a horde of social media sites stood ready to shorten attention spans, push baseless ideologies, and lure believers off track from their faith and their goals.

With or without us, this race was happening, and the stakes were too high to sit quietly on the sidelines. So we put our heads down and charged forward.

This year, we cleared five major milestones. By launching a first-of-its-kind assessment of religiosity, we were able to not only direct Muslims in the areas they can improve upon, but also understand the needs of our community as a whole in order to serve them better. We gave educators curriculum units so students could think clearly and critically when opposing worldviews threatened to slow them down. Our first academic book, about the proofs of Muhammad's ﷺ prophethood, served not only as a reminder and inspiration to Muslims, but an introspective search for non-Muslims seeking guidance. The research team produced a groundbreaking study analyzing how early caregiver attachment influences a believer's image of Allah and their religiosity. And the support for our content continues to grow. This year's Ramadan series reached over 10 million views in a single month, and we've garnered over one billion engagements on social media so far.

The race continues, and we're pulling ahead. Up in the distance, our next goal is coming into view: to be the foremost global resource on Islam, engaging with our audience even more meaningfully, far ahead of the competition that seeks to distort, distract from, or minimize Islam.

You've been right alongside us each year. Your donations keep us moving, and your support keeps us strong. Thank you for championing our resources, our mission, and our goals. May Allah continue to bless your striving and propel us all in passing the torch of knowledge in His name.

JazakumAllahu khayran.

Sincerely,



Dr. Omar Suleiman

Yaqeen Institute for Islamic Research
Founder, President & CEO

**Dismantle doubts,
nurture conviction,
and inspire contribution,
one truth at a time.**

**Several
milestones
ahead...**