


Research. Faith. Awareness.
Expertise. Accessibility.
Clarity. Answers. Certainty.
Information. Authenticity.
Connection. Confidence.
Comprehensive. Empowering.
Bold. Academic. Knowledge.
Inspirational. Perspective.
Transformation. Contribution.
Compassion. Action.
Empowering. Transformative.
Trusted. Recognizable.
Conviction. Courage.
Islam. **Yaqeen.** 

2018/2019

Yaqeen speaks up

Letter from the Founder & CEO

We like to say that Yaqeen is a think tank with a megaphone.

But megaphones are only useful when you have a clear voice and something significant to say. Fortunately, we have both. Our voice is well-informed and authentically sourced, with contributions from scholars, professors, and experts in a variety of fields. And our mission—to dismantle doubt, nurture conviction, and inspire contribution among Muslims—has seen continuous success since Yaqeen Institute’s inception in 2016.

This year, success has meant growing our team, expanding our online and in-person reach, and launching new products, including Yaqeen Academy and Yaqeen Conversations. It also means hearing from our readers, donors, and the curious public about the impact we’ve made on them. One reader said, “Institutes such as Yaqeen restart the dialogue and encourage people to ask and answer those big questions. We need to cultivate a culture where we conduct impartial, academic research into our faith that is not tainted by cultural biases or misinterpretations of the basic teachings.”

Yaqeen has a voice, and it’s inspiring many other voices.

Thank you for joining us on this mission for another year. We will continue to speak up proactively to counter misinformation and controversial questions while also shining a light on the positive influence and contributions of Islam and Muslims. We hope you will continue to be inspired to do the same.

Sincerely,



Omar Suleiman

Yaqeen Institute for Islamic Research
Founder and President

Yaqeen delves deep.

“We must never neglect that a big part of navigating our challenges is our capacity to produce intellectual thought. Through the Yaqeen Institute for Islamic Research, we can begin to offer some perspective and produce thought that will help us navigate our challenging times.”

~ SHAYKH YASIR FAHMY

We strive for both authenticity and accessibility.

Authenticity requires a deep dive into original sources by qualified experts, and the results—research papers, detailed articles about various aspects of Islam and how it relates to culture, politics, and more—are crucial to our mission. In 2019*, we researched, wrote, reviewed, and published:

38  new research papers

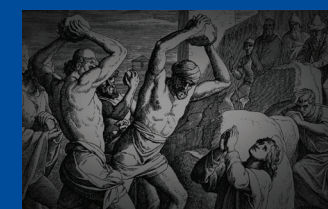
adding to our total of

122 papers over the last **3** years.

Many of the topics we cover are challenging, but that is exactly what's needed. Our most popular articles this year indicates the great need to discuss controversial topics and provide clear, knowledge-based answers:



How to Be a Mindful Muslim: An Exercise in Islamic Meditation



Stoning and Hand-cutting: Understanding the Hudud and the Shariah in Islam



How the Prophet Muhammad ﷺ Rose above Enmity and Insult

* This annual report is featuring accomplishments from Fiscal Year 2019, starting June 1st, 2018 to May 31st, 2019.

Yaqeen makes learning easy.



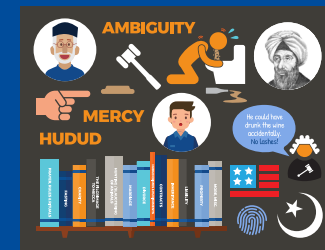

“Really clear and certain proofs and evidence for curious Muslims and non-muslims about Islam with simplified language and understandable explanations.”
~ SADIA, READER

Many people cannot set aside the time to read full-length articles, despite their best intentions.

That's why we also take the knowledge contained within these papers and convert it into videos, infographics, and other accessible types of content.

7 long-form infographics  published in **2019**.
18 total infographics released, with many more in the pipeline.

Top infographics:



Shari'ah: The Most Barbaric Form of Law?



DEBUNKED! 5 Myths About Muslim Women



Islam and the Abortion Debate

149 new videos released  in **2019**.
388 total videos published, and more created everyday.

Top videos:



What Does Yaqeen Do?



Ending the Debate on Aisha (ra)'s Age



Allah Loves Those Who Are Trying

* This annual report is featuring accomplishments from Fiscal Year 2019, starting June 1st, 2018 to May 31st, 2019.

Yaqeen reaches out to new audiences .

“One of the things we take for granted is the certainty of faith—that somehow, all of our children will somehow internalize the teachings of Islam despite all of the attacks and the external environment. Yaqeen is focused on producing state-of-the-art studies on the major topics that are relevant to our children and to contemporary society, parents, and families.”

~ DR. ALTAF HUSAIN

A vast variety of people need Islamic content that builds their confidence and breaks down their misconceptions.

To reach them, we're expanding Yaqeen beyond just our website and meeting the audience halfway, whether that's...

...on the phone

Yaqeen Academy™, a newly launched app platform, makes Islamic content not just accessible, but digestible. The academy breaks down Yaqeen's research into two-minute video summaries. With daily reminders, review questions, and other features, the academy app is designed to help the harried mobile reader build a daily habit of engaging with and learning crucial aspects of Islamic knowledge.

...in mosques and community centers

Conviction circles, Yaqeen's community-based learning format, offers discussions kits that provide structure and a starting point to engage in conversations that Muslims from every discipline are already having—and start new conversations that need to take place in the Muslim community. This year, we'll continue expanding this option even further with **Yaqeen Conversations™**, a new resource that will encourage informal learning, feedback-based exploration, and a starting point for deeper discussions among a younger audience.

...schools

Yaqeen's curriculum team is developing study units anchored in our many research articles. The school environment is a perfect complement to our goal of building deep, confidence-inducing knowledge and certainty within the Muslim community, and full curriculum guides will be a boon to Islamic school teachers everywhere.

Yaqeen is making bold moves

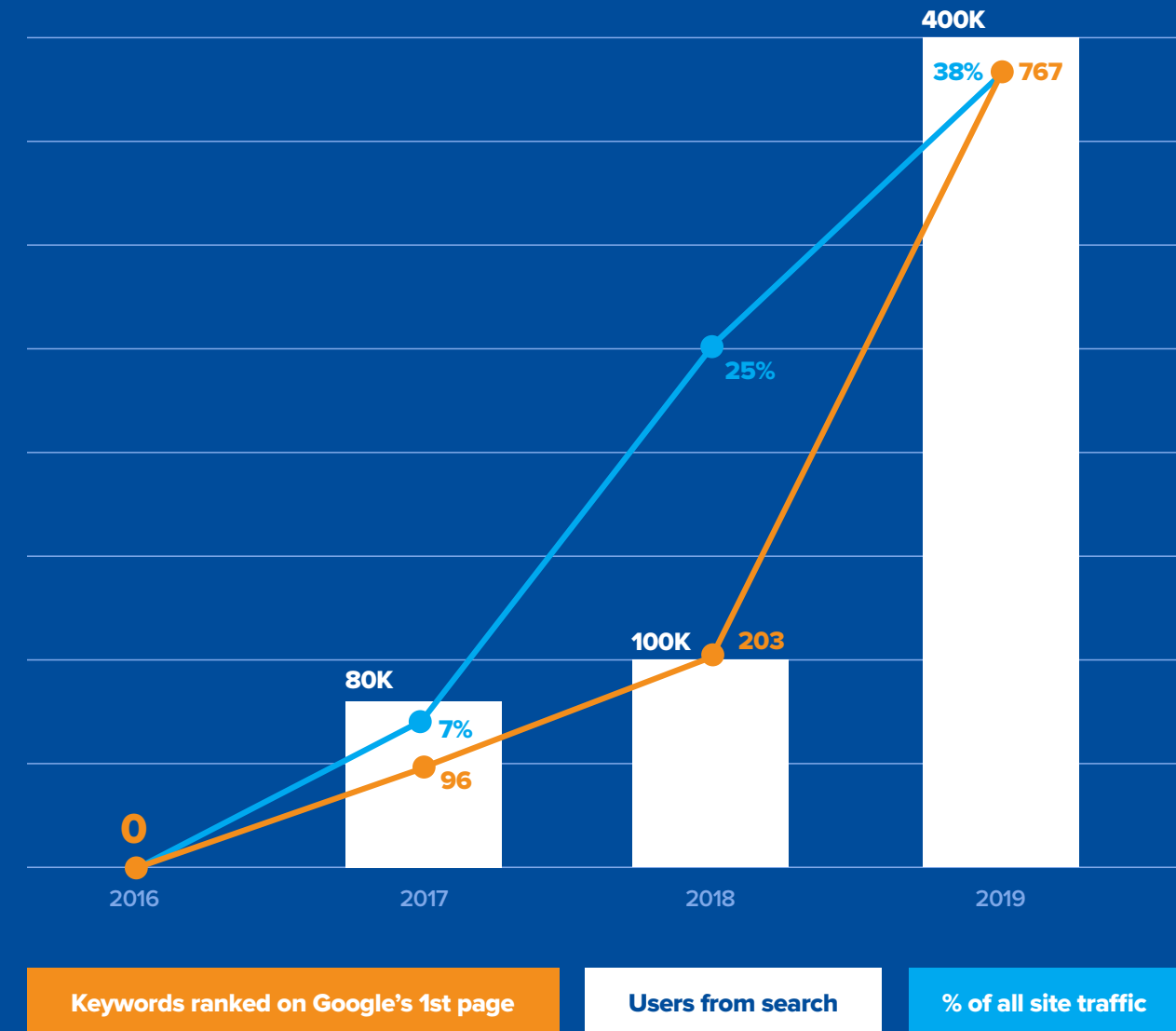
“Muslims are only discussed in terms of national security, that it is part of how they are dehumanized, to be thought of as terrorists or potential terrorists and nothing more. Changing that discourse, pushing back against Islamophobia, is part of Yaqeen Institute’s mission.”

~ ZAC CRAIN, D MAGAZINE

When people have questions about Islam or Muslims, they seek answers from the easiest resource: the internet. And it’s easy to stumble across false or misleading information online, which is why we focus on building a digital presence and making Yaqeen the first place people turn to for answers.

50% of Yaqeen’s website traffic comes from Google, as people search for clarity and combat their doubts online.

Yaqeen’s articles appear on the first page of Google’s search results for **767 keywords related to Islam**, a 278% increase since last year.



The momentum is also strong in person. With events across America, from Seattle to New York City, Yaqeen has inspired more than **7,000 people directly**.

* This annual report is featuring accomplishments from Fiscal Year 2019, starting June 1st, 2018 to May 31st, 2019.

Yaqeen spends strategically.

We are blessed to have strong financial support from our global community. We are well aware of the responsibility our donors have entrusted us with and always mindful of Yaqeen's mission, prioritizing it with each and every dollar we spend.

23%
Research/Curriculum • As a think tank, we value original research and molding that research into a variety of teachable formats.

18%
Marketing • We also make Yaqeen easy to find, promoting content across many platforms, and hitting the front pages of the usual search sites so anyone who has questions can find their answers.

8%
Programs and Conferences • Online efforts are supplemented by an active presence at conferences and partnered programs nationally and globally.

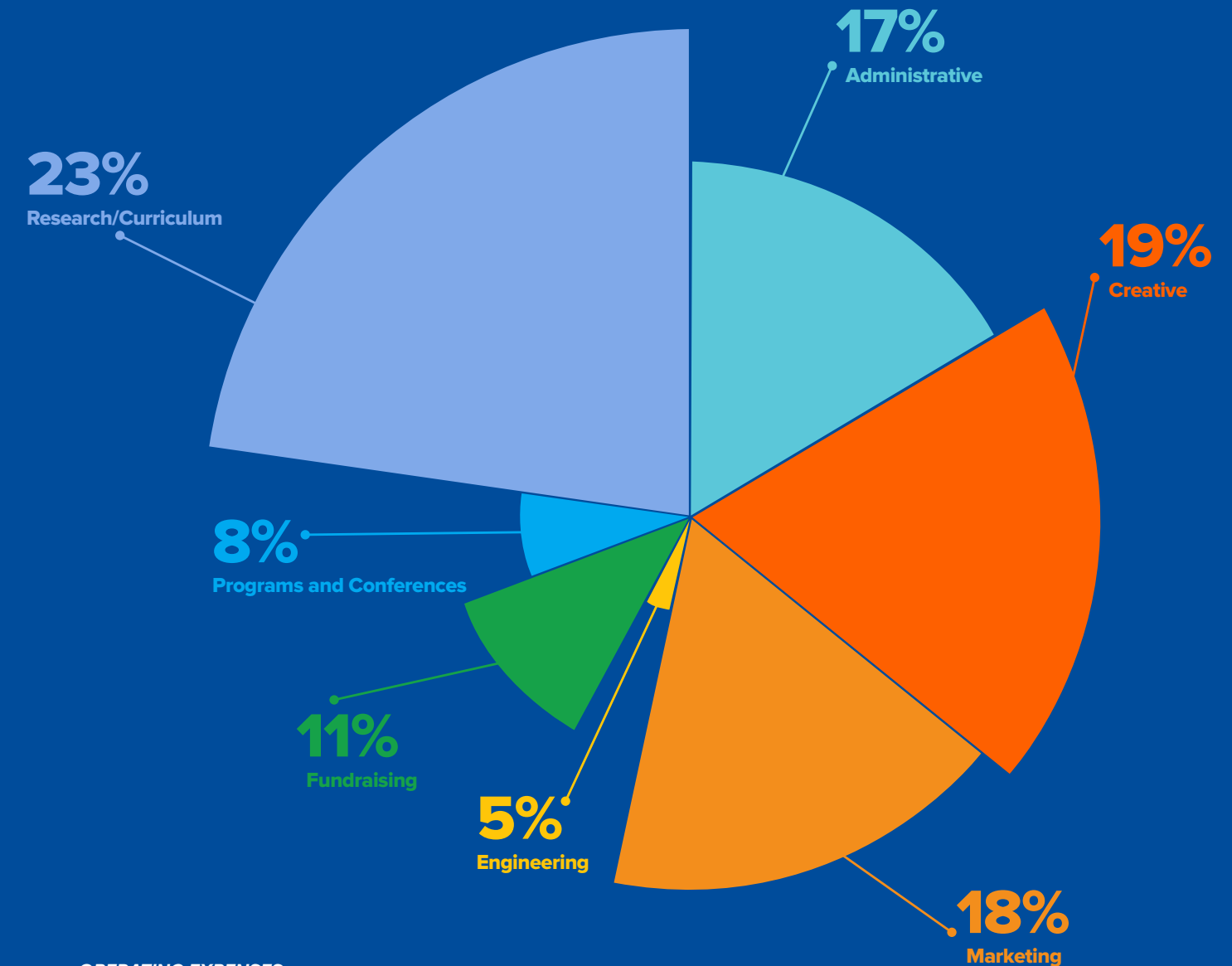
5%
Engineering • With such a large online emphasis, Yaqeen's engineering team is dedicated to keeping our website, apps, and other programs at top-tier quality.

19%
Creative • As a megaphone, we make sure that research is accessible, creative, and easy to understand.

17%
Administrative • Of course, all of our active content creation can only run with efficient administrative support, and we allocate funds to this category accordingly.

11%
Fundraising • Yaqeen is a nonprofit and is dedicated to keeping all our content free. For these reasons, an ongoing active fundraising effort is a vital part of our efforts.

We put our money where our goals are.



OPERATING EXPENSES

Research/Curriculum	\$367,602.07
Creative	\$311,126.61
Marketing	\$283,161.33
Programs and Conferences	\$129,071.99
Administrative	\$267,118.9
Fundraising	\$183,731.55
Engineering	\$72,671.51
TOTAL	\$1,614,484.00

* For reclassification purposes, categories have been adjusted from Fiscal Year 2019, starting June 1st, 2018 to May 31st, 2019. Audited financials and form 990 are available upon request.

Yaqeen has a voice , and it's inspiring many other voices — including yours.

The core work of Yaqeen is to inspire Muslims to have renewed confidence in their faith, and for each person, the source of inspiration is different. Some need to know how to overcome trauma, some find solace in Islamic teachings on animal rights and the environment, and others build certainty by studying proofs of Muhammad's ﷺ prophethood.

As these diverse readers benefit from Yaqeen's content, they've shared their experiences with us in a multitude of voices:

“ On papers:

Just pure excellence. I have read some research articles, and they are well-written with ample evidence and sources. I am looking forward to reading more, now that I know of this amazing source. May Allah reward all those who are involved. ”

~ FATIMA, READER

“ On nurturing conviction:

You guys have been wonderful, it is like you know exactly what bothers people but they are too afraid to ask, scared of being judged. And then you answer them in such a way that makes total sense. I have had so many Aha! moments, and my heart races as soon as I learn something and a big smile breaks out on my face, it's been wonderful. ”

~ YAQEEEN SURVEY PARTICIPANT

“ On animal rights:

I love this!! Animal treatment is far too often disregarded in the Muslim community! Especially during our time and age where most halal Meat does not meet the conditions of the sunnah! Thank you for quality based content! ”

~ AMINA, READER

“ On mental health:

I am happy that inshaAllah other Muslims won't have to go through what I've been through to get the help and answers they need. I wanted to send this message as encouragement and hope that the work you are doing will make a major impact if not on our entire global community, at least in the world of one Muslim. ”

~ SARAH, READER

Yaqeen hires the best.

“I don't know about those who fail to recognize or appreciate the sheer time and effort that goes into projects like this, but I've benefited tremendously from Yaqeen and I hope others can benefit too. Keep up the great work!”

~ OMAR, READER

Yaqeen's voice is made strong and clear by the many dedicated people who work to build it.

Our team is talented and has grown significantly this year, with new additions to nearly every department. With so many innovative minds in one place, we're confident in our ability to continue tackling the problems faced by our ummah.

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Sh. Omar Suleiman / President and Founder • **Dr. Altaf Husain** / Vice President • **Ashraf Motiwala** / Secretary • **Faisal Shaikh** / Treasurer • **Dr. Dalia Fahmy** / Board Member • **Ust. Lobna Mulla** / Board Member • **Junaid Din** / Board Member.

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OPERATIONS

Mona Halaby / Operations Manager.

PARTNER DEVELOPMENT

Ali Fiaz / Director of Partner Development • **Omar Khan** • / Director of Partner Development.

RESEARCH

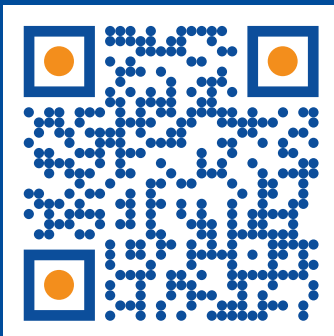
Dr. Jonathan A.C. Brown / Director of Research • **Dr. Nazir Khan** • / Director of Research • **Dr. Julio Rivera** / Director of Research Operations • **Ayesha Bakali** / Assistant Director of Research Operations • **Dr. Osman Umarji** / Director of Survey, Research, and Evaluation • **Dr. Zara Khan** / Research Coordinator • **Dr. Tahir Wyatt** / Research Coordinator • **Dr. Hatem Al-Haj** / Scholar • **Dr. Khalil Abdurrashid** / Scholar • **Mufti Abdul Rahman Waheed** / Scholar • **Sh. Abdullah Oduro** / Scholar • **Sh. Mohammad Elshinawy** / Scholar • **Sh. leasha Prime** / Scholar • **Dr. Edward Omar Moad** / Senior Fellow • **Dr. Muhammad Khalifa** / Senior Fellow • **Dr. Yasien Mohamed** / Senior Fellow • **Dr. Naved Bakali** / Senior Fellow • **Dr. Tarek Younis** / Senior Fellow • **Dr. Jibran Khokhar** • / Senior Fellow • **Dr. Hassan Elwan** / Senior Fellow • **Dr. Ovamir Anjum** / Senior Fellow • **Dr. Rehenuma Asmi** / Senior Fellow • **Umar Moghul** / Senior Fellow • **Mufti Muntasir Zaman** / Fellow • **Sh. Suleiman Hani** / Fellow • **Sarah Sultan** / Fellow • **Hassam Munir** • / Fellow • **Roohi Tahir** / Fellow • **Justin Parrot** / Fellow • **Asadullah Ali Andalusi** / Fellow • **Safiah Chowdhury** • / Fellow • **Najwa Awad** / Fellow • **Zohair AbdulRahman** • / Fellow • **Abdul Rahman Latif** / Fellow • **Faatimah Knight** / Fellow • **Nuriddeen Knight** / Fellow • **Faraz Malik** / Fellow • **Arnold Yasin Mol** / Fellow • **Amir Aboguddah** • / Fellow • **Rhamis Kent** / Fellow • **Dr. Nameera Akhtar** / Research Editor • **Sh. Yasir Fahmy** / Research Advisor • **Dr. Samuel Ross** / Research Advisor • **Faduma Warsame** / Research Administrator • **Maryam Bozai** / Research Assistant • **Hamza Baig** / Research Assistant • **Jessica Hassan** / Research Assistant.

• = Canadian team members. • = Malaysian team members.

You
make the
difference.

Thank you.

Please donate:
yaqeeninstitute.org/donate



Yaqeen's promise is to make all of our content free, widely-available, and accessible to whoever wants or needs a reliable source of information on Islam.

Our commitment is to make trustworthy Islamic content freely available to our community—Muslims all over the world and their allies. We know we can rely on your continued support to succeed in this mission.

Our supporters are our lifeline. Through financial support, event-hosting, and content-sharing, thousands of people have stepped up and made themselves contributors to Yaqeen's mission, amplifying our voice over the megaphone.



**Dismantling
doubts &
nurturing
conviction...**

...one

truth

at

a

time.

