Yaqeen has always been a resource for those who needed answers.

**But this year, we became a home.**

During these turbulent months, as people closed their doors to the outside world, they opened their hearts to Yaqeen.

With a growing roster of content, a dedicated team working around the clock, and committed donors like you, Yaqeen has become a household name and a primary source to turn to for comfort.

*This annual report is featuring accomplishments from June 1st, 2019 to May 31st, 2020.*

Take a look at the unprecedented growth you have helped bring about in Yaqeen and in people’s hearts...
You’ve helped to build a place of REFUGE... ...and a place of GROWTH...
I seriously love this app so

On Yaqeen

"I think the curriculum is

these resources. Thank you

you that in my 4th grade, they

material for a very long time

especially like that it uses

its presentation, does

other Traditions, and has

many possible adaptations...

parish adult education as

beacon in

immediate impact was

students. They

beautiful to see

"I love being able to use the

gems in what I'm about to read! Highly

30 for 30 has been amazing so far .

For my friends observing Ramadan

AT AN ISLAMIC SOCIETY

growth and effectiveness. ”

)initiative. May Allah

use it as a framework for our discussions. Jazakallahu

~

HEFSA

~

Institute and its family. ”

great efforts in enlightening the

makers and offer time

for the series:

Perspectives on End-of-Life Care:

committee [the] paper [on] end of life bioethics

donations going into action.

and everyone at Yaqeen.

Wallahi your regular reminders

are too afraid to ask,

them in such a way

heart races as soon as I

you know exactly what

insha'Allah. ”

ANONYMOUS

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JOKHA

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MANAL

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NUHA

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ANONYMOUS

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Early in 2020, COVID-19 shut down life as we knew it. With the pandemic came great uncertainty, and our research team immediately re-oriented their focus to understand and provide exactly what people would need most in an unprecedented situation.

"It feel[s] like I’m reading a professional/scholarly journal and I feel safe doing that. The information is in-depth, backed up with sources, and teaches me things in a way that is understandable and relevant." — ANONYMOUS

Despite the growing number of Muslims in Western nations, few adequate sources of classical Islamic content have been available in English. Although COVID-19 caused us to shift focus, our commitment to reviving scholarship remained, and we continued to fill the gap, covering topics including:

- Islamic Law
- Names of Allah
- Hadith
- Seerah
- Theology

We also continued to proactively address some of the most pressing issues to our audience by releasing entirely new publications and articles that provide depth and perspective to situations unique to the 21st century.

"Names of Allah" is the best content on this subject in the English language.

— DR. TAHIR WYATT

Papers Launched

Lost in Translation

- Islamic Law
- Names of Allah
- Hadith
- Seerah
- Theology

On Names of Allah series:

- Islamic Law
- Names of Allah
- Theology

‘Names of Allah’ is the best content on this subject in the English language.

— DR. TAHIR WYATT

On Names of Allah series:

- Islamic Law
- Names of Allah
- Theology
Our creative team has a simple mission: make our research as accessible as possible. The team worked with every department, distilling down many types of content and restructuring it to fit different creative formats. This year, the Creative Department continued to focus on meeting people where they were and responding to their needs.

Videos & Animations
From a variety of soul-stirring series to informational animations, our in-house productions were a powerhouse that revived faith and kept hearts alive when in-person learning became impossible.

Infographics & Parables
We combined design and information to tell the stories grounded in our research papers, from Islamic history to trauma to theology. This unique format is simple and visually accessible, empowering a whole new audience of learners to engage with our research.

Notes & eBooks
Our creative team continues to find new ways to make learning easy and digestible. This year, we introduced notes that accompany our lecture series and eBooks, compiling our resources and references in one handy format.
MARKETED far and wide.

And people benefited. In the past year, our marketing team worked strategically to disseminate our content on social media platforms and improve our SEO ranking on Google. That, coupled with our timely response to current events, resulted in an explosive, positive reception.

324% increase in traffic from Google search, as people went online to alleviate their doubts and find clarity.

Yaqeen's articles appear on the first page of Google's search results for 1208 keywords; a 39% increase since last year.

Through search engine optimization efforts, the Marketing Department is placing our research, productions, and resources on the digital map. In a world where Google is the most popular scholar, this is essential.
The nuts and bolts of Yaqeen’s website and interactive app were meticulously thought out by our Engineering team. In anticipation of a rapidly growing audience, Yaqeen’s engineers preemptively built a resilient infrastructure for our digital platforms. In March, the team’s back-end efforts paid off when website traffic spiked by 89%. Our engineers continue to develop the digital infrastructure for an entirely upgraded website launch planned for the upcoming year.

In November 2019, we launched Yaqeen Academy™, a user-friendly platform within our app. Users consume high-quality research by learning through bite-sized videos. Since its release, more than 10,000 quizzes have been taken, and the overall app saw a 265% jump in active users. People are spending more and more time on their phones, and 89%* of that time is spent on apps. Yaqeen’s custom app, which houses all of our content, is keeping pace with mobile users, garnering nearly 50k downloads.

*Source: Comscore Mobile Metrix®, Mobile web vs mobile app, Total minutes, Standard audience sets, June 2019
Drawing from Research, our Expanded Learning team creates tailored experiences for different audiences. Our education experts take the core essence of each paper, expanding on its concepts, simplifying it, making it engaging, and extracting its main lessons. That in-depth analysis is then packaged into effective resources ready for immediate use by teachers, imams, community leaders, students, youth group coaches, families, and individuals.

This year, we released an engaging option to discuss Islamic concepts: Our card decks address common misconceptions and provide concrete steps towards empowering individuals and communities.

**Talk Toolkits™**
This resource serves as a springboard for leaders to discuss relevant issues with their audiences. 1665 downloads and growing

**Conviction Circles™**
Curious learners are provided with a resource to have intellectual, guided discussions around challenging faith topics in a group setting. 56 active circles

**Curriculum™**
Our comprehensive lesson plans enable educators and youth group coaches to foster discussions that equip students to engage the world around them. This year, our team solidified a long-term strategy and vision to help Curriculum reach all types of learning spaces. 2112 downloads in 3 months

**Conversations™**
This year, we released an engaging option to discuss Islamic concepts: Our card decks address common misconceptions and provide concrete steps towards empowering individuals and communities. 9216 downloads in 6 months

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...through EXPANDED LEARNING platforms.
Donors like you power Yaqeen so we can be a source of light for others...

Every cent is an *amaanah (trust) that we take very seriously. More than 80% of our budget is allocated to realizing our core mission through content creation and dissemination. We strive to curate each donor dollar efficiently, effectively, and in ways that meet our short-term goals and long-term vision.

*Data is derived from Yaqeen’s audited financials starting June 1st, 2019 to May 31st, 2020. Audited financials and Form 990 are available upon request.*
...and our ever-growing FAMILY

Canadian team members

- Zara中秋 Khan
- Dr. Naizur
-
- Canadian team members: Manuel, Sarah, Ananya, Zara, Naizur, and others.

Malaysian team members

- Asyiq Ali
- Dr. Mohammed, Asyiq Ali
- Rohani, Asyiq Ali
- Malaysian team members: Asyiq Ali, Rohani, Fazil, and others.

...is committed to providing comfort, guidance...
As-salamu ‘alaykum,

When storms roll in, it’s only natural to return home. And this year, between a global pandemic, continued crises facing our ummah, and sociopolitical unrest, there’s been more reason than ever to seek shelter and comfort. In our rush to ensure the physical safety of ourselves and our loved ones, let us not overlook the fact that our spiritual health has also been buffeted by uncertainty and fatigue. Faith requires its own sources of nourishment and reassurance.

And that’s why Yaqeen is here.

Since 2016, Yaqeen’s board and staff have been building an efficient foundation intended to be resilient and responsive to crises. That groundwork paid off this year when the clouds rolled in. Our flexible structure allowed us to rapidly change course, reorienting towards the immediate needs of our community.

As people closed their doors to the outside world, they opened their hearts to Yaqeen. It has always been our mission to dismantle doubts and nurture conviction in the hearts of Muslims globally, and as a primarily digital research institution, we were ideally placed to identify the needs of our audience and respond to them via a variety of tailored content. We started off with a survey to better understand people’s reactions and concerns in light of the coronavirus. With their answers in mind, our team worked around the clock to create new content, including research papers, helpful reflections, video series, infographics, and engaging social media posts. We also curated resources that we had previously produced and published that were newly relevant to our readers and viewers.

Our beloved Prophet Muhammad (s) said, “No fatigue, nor disease, nor sorrow, nor sadness, nor hurt, nor distress befalls a Muslim...but that Allah expiates some of his sins for it.” Thanks to donors like you, this message of optimism was able to reach the hearts of people far and wide. In the past few years, Yaqeen has been a resource for answers.

This year, Yaqeen grew into a place of return.

You have been a vital partner in this crucial work of fortifying the faith of people, no matter where they are in their spiritual journeys. As we pursue our mission by the Grace of Allah, we look forward to your continued presence as a member of our Yaqeen family, providing people with a spiritual shelter in the storm.

Jazakum’Allah khayr.

Sincerely,

Omar Suleiman
Yaqeen Institute for Islamic Research
Founder and President
Dismantling doubts and nurturing conviction, one truth at a time.