Certainty Blvd.

ENTER STRAIGHT AHEAD

Annual Report
2020-2021
The overburdened imam.
The frustrated teacher.
The confused student.
The worried parent.
The enthusiastic researcher.
The one looking for strength and the one looking for inspiration.
The one at the edge of the cliff and the one trying to help the lost.

Each and every type of believer—different in mind, heart, intellect, background, and experience—converges on a single road from various starting points. This road is the path to Allah, the one path that includes all the diverse ways to reach Him.

They are the family that Yaqeen works for. They are the ones whom we’ve met on their faith journeys with resources you’ve funded.

Your donations have created a vast, online repertoire of tools people from all walks of life need to dismantle doubts and nurture faith, to continue to walk forward on the Boulevard of Certainty.

Take a stroll through these pages to see the products, stories, and people you’ve helped pave the way for.
Along the journey, you can pick up a paper to read...

...with a researcher who found exactly what he was looking for.

In-depth, peer-reviewed papers are our core resource. Since Yaqeen’s inception, our readers have continued to enthusiastically seek knowledge, showing their preference for reputable Islamic information through our ever-expanding library of research publications.

With your generous support, Yaqeen now has a growing library of 188 papers, of which 39 were published this year.

This year, readers were especially interested in these releases:

- The Art of Worship: How to Make the Most of Ramadan Nights
- Do the Qur'an and Sunnah Speak More Often to Men than Women?
- Keys to Tadabbur: How to Reflect Deeply on the Qur’an
- Is Hijab Religious or Cultural? How Islamic Rulings Are Formed
- The Issue of Apostasy in Islam

And papers keep changing lives.

“I have read this paper several times and alhamdulilah it moves me to act on the recommendations each time. InshaAllah I’ll resume my Qur’an classes again and pray for better reflection and understanding of Allah’s words. I pray Allah blesses the authors of this paper and all at Yaqeen as I’ve benefited greatly from the resources you provide.”

Anonymous

On “Keys to Tadabbur: How to Reflect Deeply on the Qur’an”
And sit in on Conviction Circles™... ...with those seeking answers.

Conviction Circles™ is providing a space for seekers and strugglers to explore Islam more deeply.

2,446 people signed up to become Circle facilitators.

These study circles turn tough theoretical concepts from our research papers into practical points for discussion and implementation. In the past year, young professionals and college students all over the United States have been getting together to confront difficult faith topics, employ critical thinking, and build the confidence to challenge misconceptions with information that gets to the heart of many faith struggles.

Here are some of the topics they’ve covered:

- Souls Assorted: An Islamic Theory of Spiritual Personality
- Proofs of Prophethood
- Are Hadith Necessary? An Examination of the Authority of Hadith in Islam

"As a science major, I love the academic nature of the Yaqeen Conviction Circles discussion kits. Much of today’s Islamic content is focused on spirituality and feel-good content which is important, but this was directly relating to building our faith as students and dismantling some of the doubts we were exposed to in a university setting. This was the first time in our history of our MSA that a halaqah was led by a student (not a visiting local scholar), so there was a bit of hesitancy, but we all felt comfortable knowing that Yaqeen Institute only has authentic Islamic information. This led to very open, candid, and deep conversations about some great Islamic topics!"

Ambar Khurram
University of Massachusetts Amherst
It’s no secret that young Muslim students are disengaged in their Islamic studies classes. To remedy that, Yaqeen Curriculum™ was built around keeping students and their real, relevant questions in mind. Since its inception, this accessible Islamic studies curriculum has been empowering educators to inspire confidence in Muslim high school students.

The following topics were especially useful to people last year:
- The Case for Allah’s Existence: 3067 downloads
- How to Be a Mindful Muslim: 1149 downloads
- Qur’an: The Living Literary Miracle: 834 downloads

And it has been making an impact. These Curriculum units have proven to be highly effective for educators and students alike.

“I can’t tell you how many painstaking hours and [how much] effort it takes to convert Islamic sciences...into a teachable resource. I love the interactive nature of the content and it was refreshing to not have to spoon-feed every bit of information into the minds of the students. The class discussions were rich and beautiful; there is nothing more beautiful to see as a teacher of Islamic studies for so many years. I can’t wait to teach all the other units!”

Sr. Saira Siddiqui
Director at Turbiya Institute
Watch:
Click on the video or bit.ly link. Watch the video. Then, take turns answering the questions with all the players.

bit.ly/2rchmkl

What does this tell you about our perceptions about God? About the nature of God?

Adapted from the publication:
Why Does God Ask People to Worship Him? at yaqeeninstitute.org

Adapted from various articles at yaqeeninstitute.org

Pour your heart out in Conversations™...
...with a youth group having a productive discussion.

Yaqeen Conversations™ have been a great way to make connections with people while understanding new perspectives on relevant faith topics. The informal format using a card deck was especially popular in youth groups.

14,658 downloads are making conversations happen all over the world.

Most downloaded decks:
- Why Does God Ask People to Worship Him?
- How Can We be Sure the Prophet ﷺ Was a Prophet?
- How Can We Control Our Emotions and Reactions?
- How Can You Make This Ramadan the Best One Yet?

Your contributions have allowed people to make deeper connections grounded in faith.

“Everyone’s favorite aspect about Conversations is the unique style of the halaqah. It’s not a lecture series or a book club; you open and pour your heart out in these discussions. You are not just sitting and listening; it’s very interactive which is always more fun and engaging.”

Islamic Center of Frisco
Halaqah for Young Professionals
In an age of fast-moving and attention-grabbing content, engaging videos have become the key medium for presenting information. Over the years, our video series have been watched in every single country across the globe, making them the most connective resource for people seeking answers.

Your donations enabled us to produce videos that made a difference.

Our audience has watched over 300,000,000 minutes of video content in the last year alone!

These were a few of our impactful series ...

- Meeting Muhammad
- Keys to Prophetic Parenting
- Road to Return
- Holistic Healing
- For Those Left Behind
- Qur’an 30 for 30

Your donations enabled us to produce videos that made a difference.

“I haven’t finished a khatm of Qur’an during Ramadan for years and years. It’s so daunting and so hard. But I did it this year because of Qur’an 30 for 30. The book and the series made it so easy to just read the juz. It felt like I was doing it with so many people together. It felt so good to finish.”

Rabia
NYC

Our data shows that in the past year alone, over 2,000,000 views came from people actively searching for us on YouTube.

Marathon a video series...
...with a parent who has found a way to connect her children to faith.

Oh dear, oh dear...
What’s wrong?
I need to find something Islamic and inspirational for my child and I to watch together.

Maybe a video series will help...

2,000,000 minutes of video content in the last year alone!
Our animations break down complex topics into bite-sized information—perfect for simple, short, visual explanations. Averaging between only 1 and 4 minutes, these creative videos have over 1,800 hours of watch time altogether.

This year, your support generated a **143%** increase in viewership on Instagram.

Top performing animations:

- How to Be a Mindful Muslim
- Abortion in Islam
- How Do We Know God Exists?
- Why Does God Ask People to Worship Him?
- Did Islam Spread by the Sword?
- Is Sadness a Sign of Weak Faith?

"Alhamdulillah! This video is really comprehensive as it sums up all the important aspects in a way that grabs the attention! I also read the article! Jazakumullah khair for the amazing work!"

Shajeeah
Or read through an infographic...

...with those who want a simpler explanation of complex topics.

Our infographics have paved the way towards accessibility. Through the use of engaging visuals and simple language, they have allowed an even wider audience to learn from the pioneering research conducted by Yaqeen scholars.

Our top-performing infographic on Instagram was saved 355,000 times. This means users will be coming back to revisit the information whenever they need their memory refreshed.

Access to Islamic information keeps growing because of your benevolence. These were three of our top infographics:

- A Voyage through Tawakkul
- A Miraculous Revelation: The Inimitable Qur'an
- 5 Steps to Mastering the Art of Worship

“Of course, we have seen the benefit of this! A good example of this is when we started offering services like a new infographic on Instagram. This helps us reach a wider audience in a more accessible way.”

— Kinza
In March of 2021, we launched our very first podcast to address uncomfortable questions and Islamic topics that give us pause. In conversation with a special guest each week, our host guides commuters and multi-taskers alike through transformative discussions on every podcast platform and on YouTube.

Your contributions make these unique episodes possible.

Join a podcast session...
...with those who prefer to learn about Islam on the go.

My commute is so long. I need a way to make it more productive.

Listen to this!

Welcome back to DoubleTake.

Perfect! Now I can learn whenever I’m in my car.

16,531 podcast episode downloads as listeners tune in from all their favorite platforms.

“I was super intrigued yet scared to click this but this was in my opinion a rational and fair non-patronizing way of explaining this difficult concept. I admit I constantly struggle with paralyzing hopelessness and feeling I am doomed to Hell and indeed I stopped bothering about ‘being good’ altogether...this helped...thank you...applying it to me is very hard.”

Arti
Donors like you have been on this journey with us...

...meeting people where they are to help move them along the Boulevard of Certainty.

Dear Donor, may Allah expand your rizq and reward your generosity in this life and the next. And may the reward of all of those you’ve benefited light your path to Jannah. Ameen!
And all the members of our family...

...are committed to paving the way for every individual...
As-salamu ‘alaykum,

In your journey to the One who created you, can you recall the moment you consciously accepted Islam as your way of life?

Each one of us, whether we were raised Muslim or came upon it on our own, pass through moments in our lives where we seek reassurance, answers, or reminders of hope. In those crucial instances, having a spiritual compass to navigate the uncertainties could mark the difference in the path we choose to return to Allah with.

Because of your commitment to and understanding of that journey we all are undertaking, Yaqeen has developed into that source of guidance, the needle on the compass, meeting people where they are to walk them in the right direction. Each research paper, infographic, podcast episode, video, and all of our other learning materials have been essential tools that have carried people through their search for truth.

In the stories and experiences of those who have engaged with Yaqeen’s resources, we can see growth. The agnostic teen who began to pray again; the sister who found the quiet motivation to start an act of worship; the brother who found belonging in a community he thought had forsaken him; the parent who felt seen; the imam who found concrete support; and the student who found answers that brought contentment. Though at different starting points, all of these brothers and sisters moved forward along the path Allah has laid out for us.

Imagine how many of these moments of clarity you helped inspire.

Our beloved Prophet ﷺ said, “Whoever guides someone to goodness will have a reward like one who did it.” Your generosity has carried us all through this crucial work of helping people along the Boulevard of Certainty. And as you and I and our brothers and sisters continue on this journey to our Creator, I look forward to the moments of clarity we will all experience and to your continued presence as a member of the Yaqeen family.

May Allah guide us to assist others along this journey, and may He keep us all on the straight path.

JazakumAllah khayr.

Sincerely,

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