



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



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 Qu'ran



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 alhamdulillah 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

Your support has made experiences like this possible.



"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!"

Ambur Khurram
University of Massachusetts Amherst

Take a look through Curriculum™

...with a high school teacher who can finally reach her students.

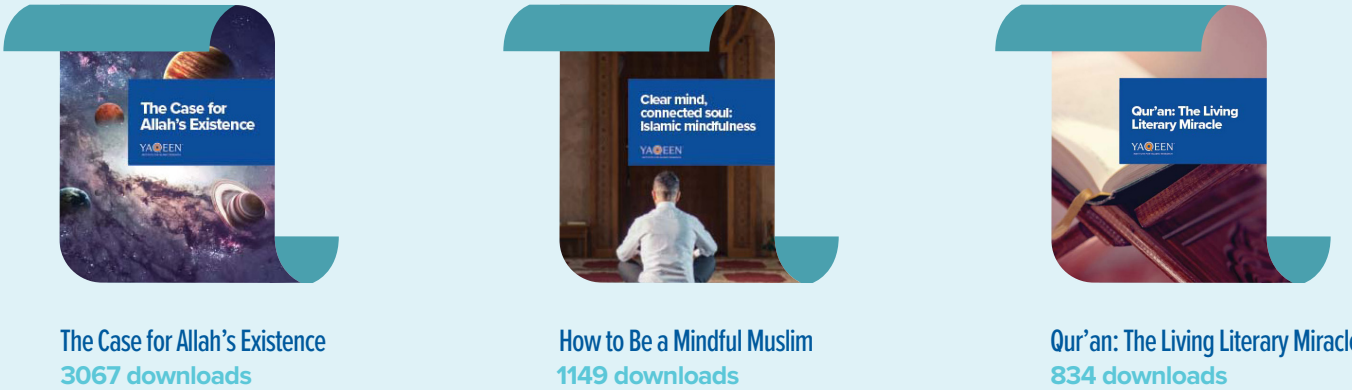


It's no secret that young Muslim students are disengaged in their Islamic studies classes. To remedy that, Yaqeen Curriculum™ was built around keeping students and their real, relevant questions in mind. Since its inception, this accessible Islamic studies curriculum has been empowering educators to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

Because of your generosity,



The following topics were especially useful to people last year:



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 Tarbiya Institute

Pour your heart out in Conversations™

...with a youth group having
a productive discussion.



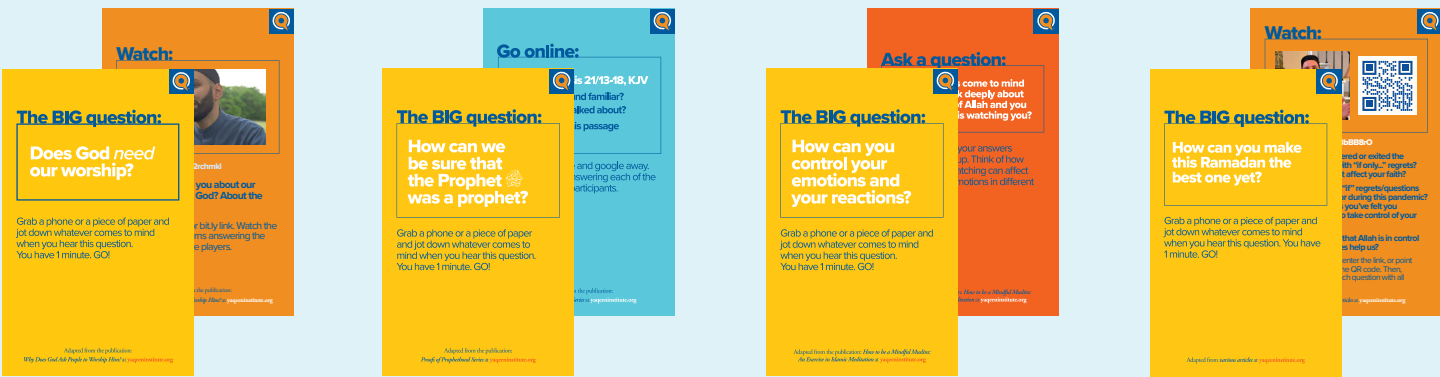
These cards might
help you explore
something new.



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.



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

Marathon a video series...

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



Our data shows that in the past year alone, over

Angels series Omar Suleiman X Q

2,000,000



Meeting Muhammad X Q

views came from people actively searching for us on YouTube.

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.

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.

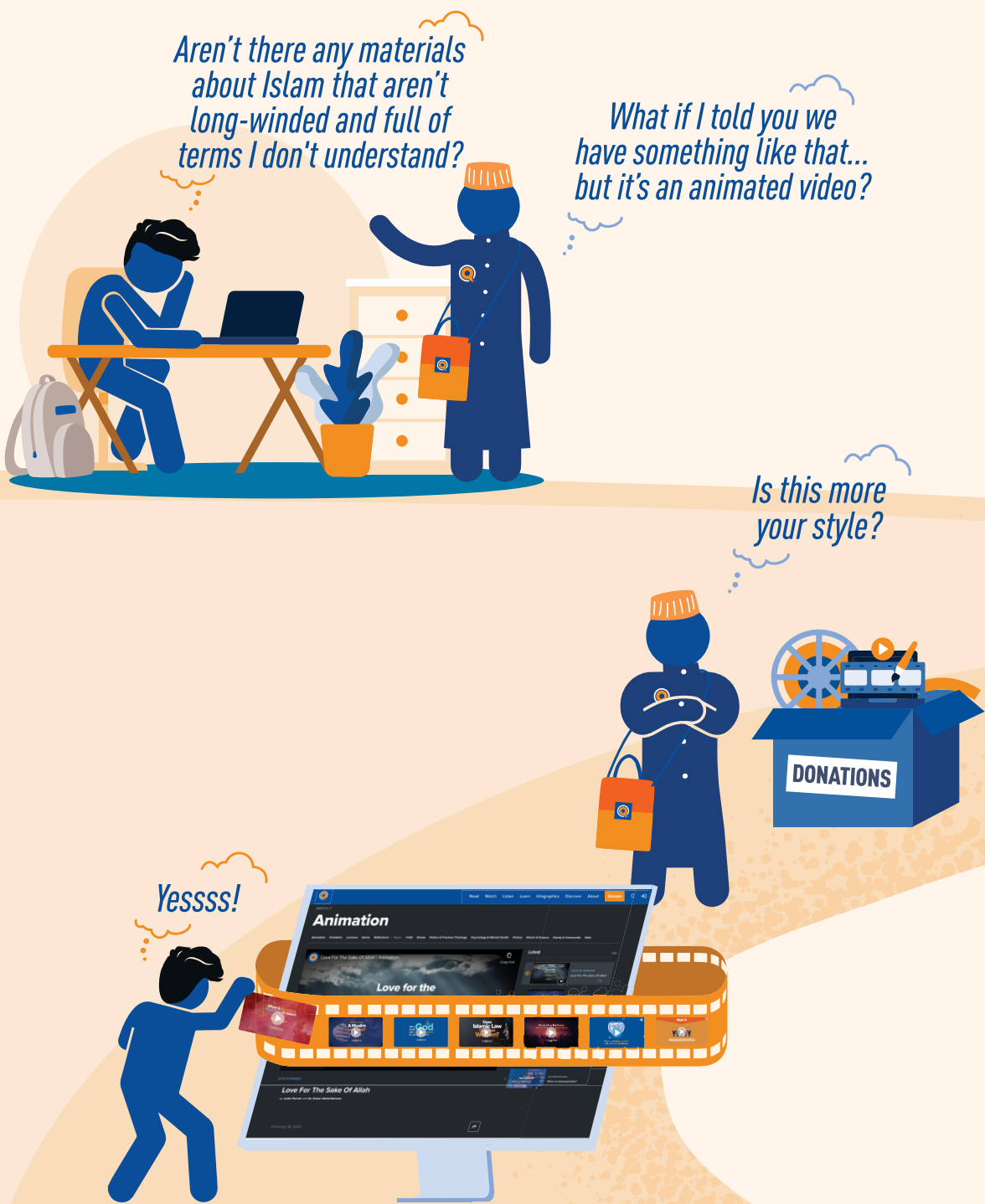


"I haven't finished a *khatm* of Qur'an during Ramadan for years and years. It's so daunting and so hard. But I did it this year because of Qur'an 30 for 30. The book and the series made it so easy to just read the *juz*. It felt like I was doing it with so many people together. It felt so good to finish."

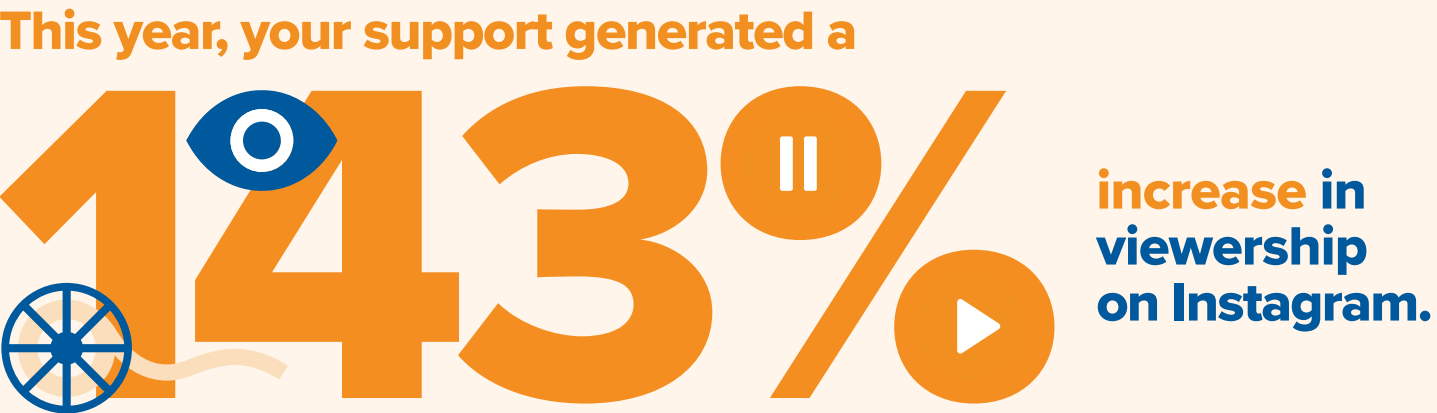
Rabia
NYC

Watch an animation...

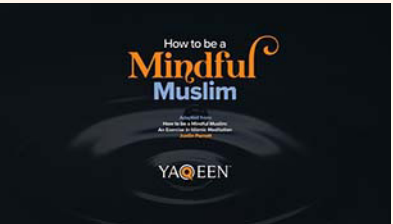
...with the visual learners who prefer to see a quick breakdown on screen.



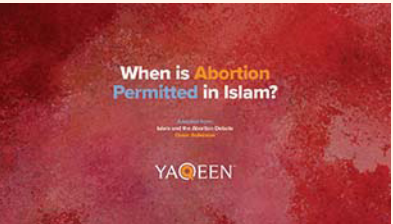
Our animations break down complex topics into bite-sized information—perfect for simple, short, visual explanations. Averaging between only 1 and 4 minutes, these creative videos have over 1,800 hours of watch time altogether.



Top performing animations:



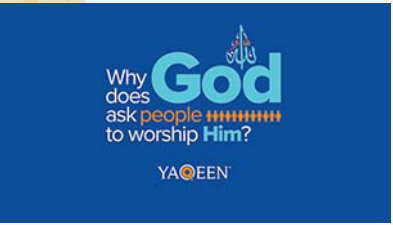
How to Be a Mindful Muslim



Abortion in Islam



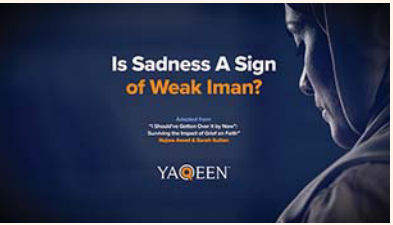
How Do We Know God Exists?



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:



5 Steps to Mastering the Art of Worship



A Miraculous Revelation: The Inimitable Qur'an



A Voyage through Tawakkul



“My siblings and I particularly enjoy the infographics, we find them to be captivating [and] informative yet with digestible information, which I think is key for our generation today, given how much content is flying about and capturing the attention of the youth.”

Kinza

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!



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

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.



as listeners tune in from all their favorite platforms.

Your contributions make these unique episodes possible.



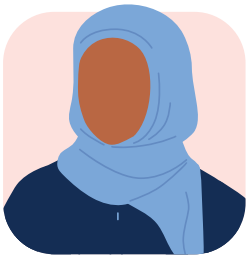
Does Praying Tahajjud Make a Difference?



Will My Children Be Muslim?



If God Is Merciful, Why Does Hellfire Exist?

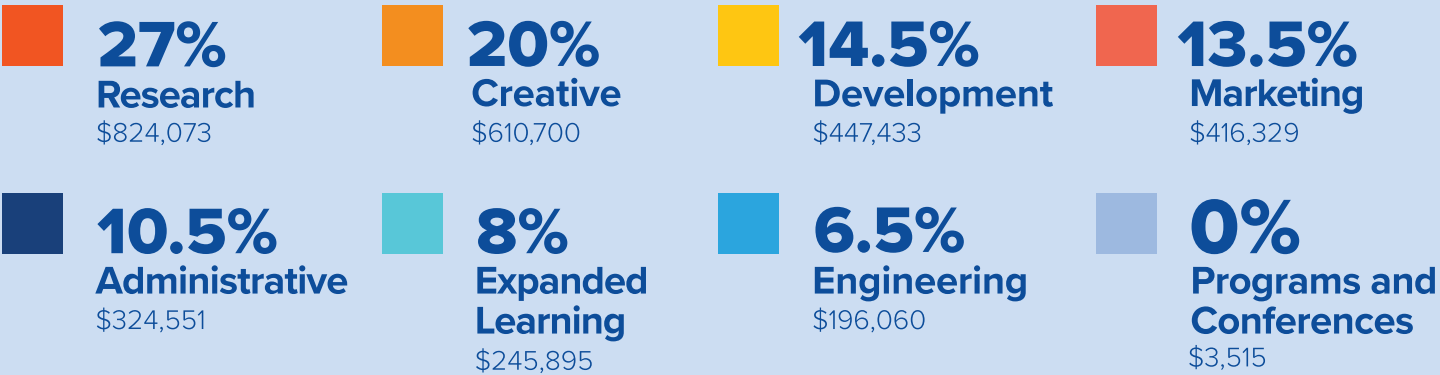
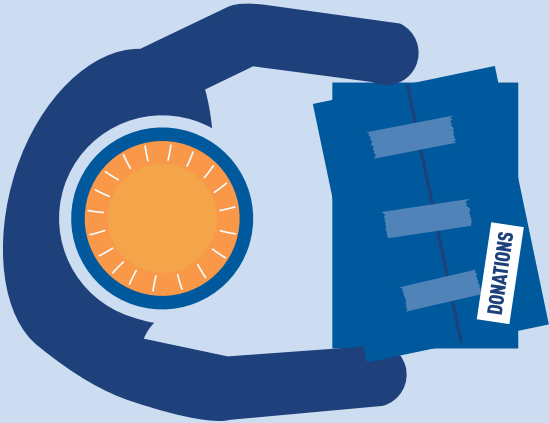


"I was super intrigued yet scared to click this but this was in my opinion a rational and fair non-patronizing way of explaining this difficult concept...I admit I constantly struggle with paralyzing hopelessness and feeling I am doomed to Hell and indeed I stopped bothering about 'being good' all together...this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

Ari
on the "Allah's Mercy and the Existence of Hellfire" DoubleTake episode, YouTube

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!



Open this box

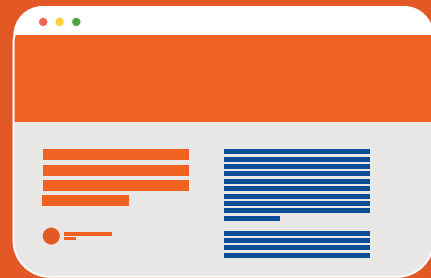
DONATIONS

RESEARCH



27%

Papers



\$824,073

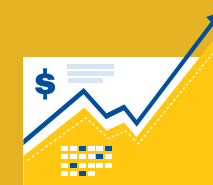


DEVELOPMENT

14.5%



\$447,433



MARKETING

13.5%



\$416,329



CREATIVE

20%

Infographics

Animations

Video Series



\$610,700

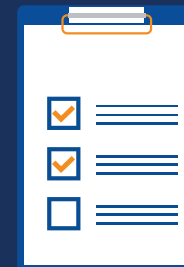


ADMINISTRATIVE



\$324,551

10.5%



ENGINEERING

6.5%



\$196,060

EXPANDED LEARNING

8%



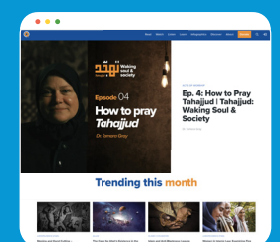
Curriculum

Conversations

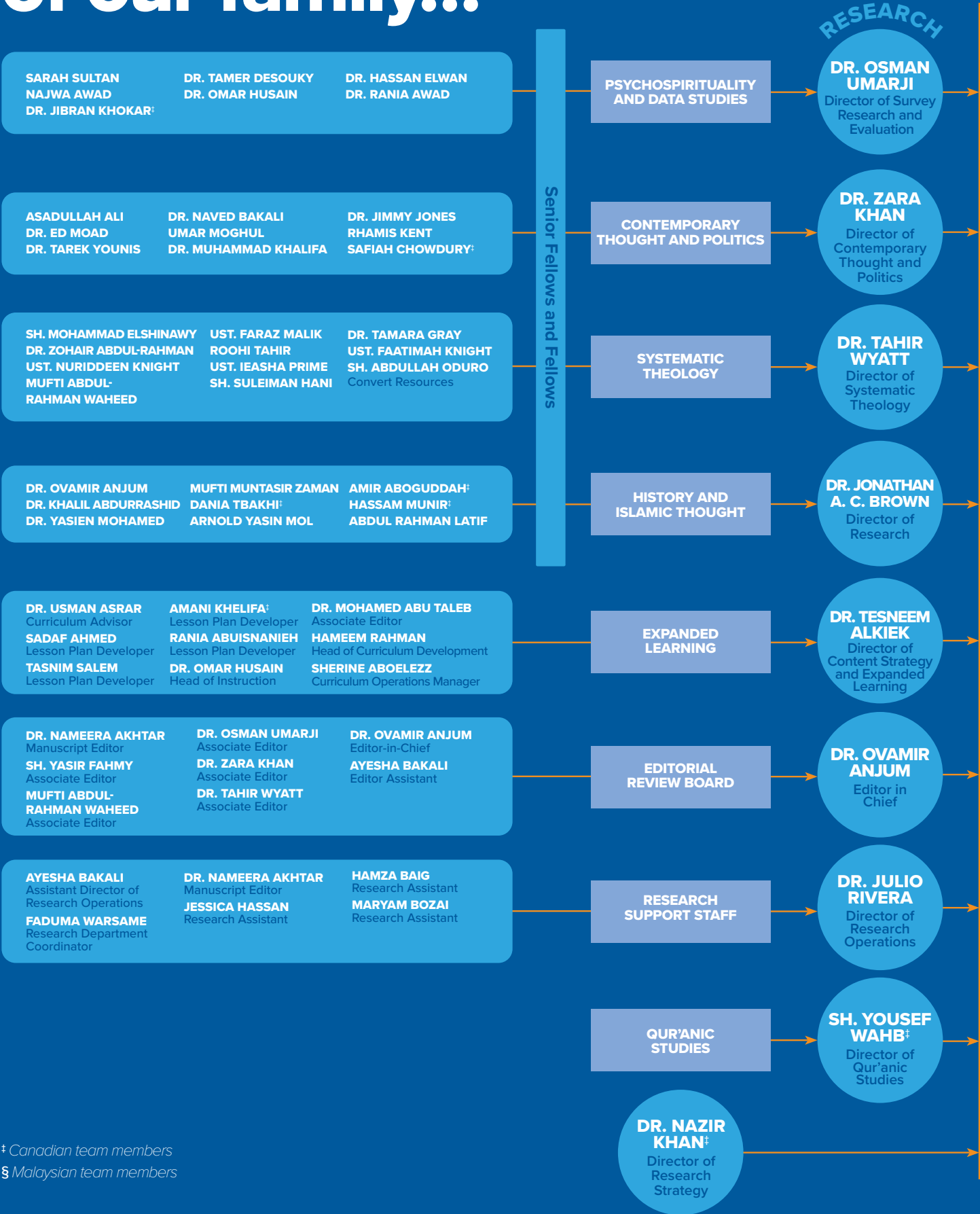
Conviction Circles



\$245,895



And all the members of our family...



...are committed to paving the way for every individual...

† Canadian team members
‡ Malaysian team members

...no matter where they
are on their journeys.



Letter from the President & CEO

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 ﷻ 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.**



