



ANNUAL REPORT

2021-2022

It's **dark** out there
and **people are**
wandering aimlessly,
hoping their fears,
anxieties, and pain
don't consume them.
They are **chasing**
any light they find,
fleeting moments
of happiness and
meaning to **distract**
from the weight
of existence. This is
the bleak reality of
living a life without
purpose, and these
feelings creep
in even among
Muslims who feel
disconnected from
their worship.

But there is
one light that
never fades.
God's Light is
infinite, and it
awaits all who
seek it. Since
Yaqeen's inception,
our purpose has
been to bring
His Light to every
dimmed heart.
We're on a mission
to **rekindle people's**
sense of purpose,
not by simply
encouraging more
worship, but **by**
lighting the way
to a relationship
with God.

In the shadow of misinformation, **Yaqeen is sparking certainty.**

While false information and polarized ideologies continue to creep across the globe, **Yaqeen is ready with resources that are clear, trustworthy, and balanced.**

With your contributions, we're reaching wandering and wondering hearts.

Relevant articles shine a light on doubt-inducing problems, and improved search engine optimization efforts rank accurate information high in search for easy finding.

When something happens in the news, people want to know what Islam has to say about it—and with **your help, Yaqeen has become their go-to source.**

Case for Allah's Existence

curriculum

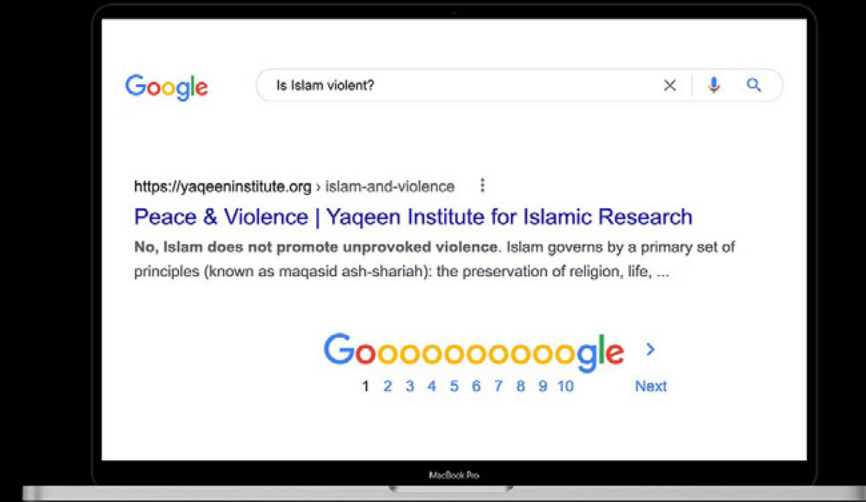


#1 unit
curriculum

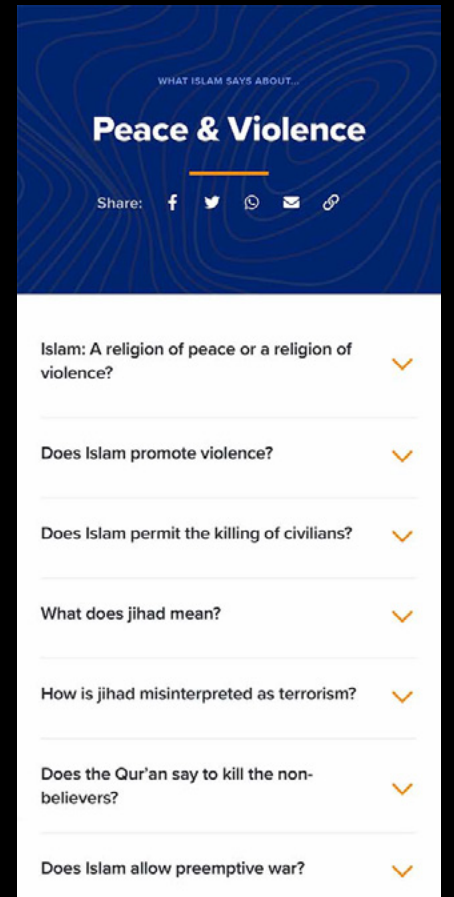


2,000
downloads

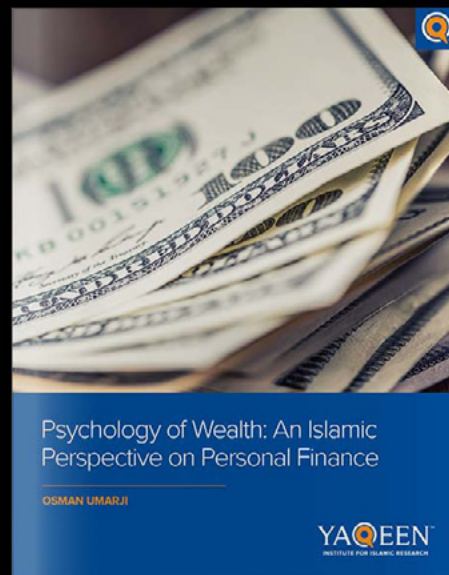
When people Google: Is Islam violent?



Here we are on
the 1st page.



Our **Peace & Violence FAQ page** dismantles Islamophobic narratives on jihad, honor killings, and other controversies.



#1 paper
most-read

31,178
pageviews

The Man's Role at Home

episode



#1 episode
DoubleTake

1,208,512
total downloads

**While many people
are burnt out from
trying to find balance
in life, others keep
their lights kindled
through mindful
sunnah practices.**

There has been a recent global
shift to examine the role of mental
health and mindfulness in our lives.

Thanks to you, people can now learn
to live holistic lives **through an Islamic
lens with our new, groundbreaking
collection of works on mental
health and mindfulness.**



Mental health carousel



Six religious practices that improve mental health

Engaging with the Qur'an.

Numerous studies have found that reciting and listening to the Qur'an can **heal the mind** from stress, anxiety, and depressive symptoms.

"We send down the Qur'an as a healing and mercy for the believers."
[Qur'an, 17:82]

Praying in hardship and in ease.

When the Prophet ﷺ was verbally abused, Allah prescribed **prayer** to alleviate his distress.

"Indeed, we know well that your heart is distressed by what they say. So glorify the praises of your Lord and be of those who prostrate."
[Qur'an, 15:97-98]

Helping others.

"Allah is engaged in helping the worshiper as long as the worshiper is engaged in helping his brother."
[Al-Tirmidhi]

Embracing uncertainty.

Practicing **patience (sabr)** and **relying on Allah (tawakkul)** can lower levels of depression, anxiety, and stress.

Leading an active lifestyle.

The Prophet ﷺ was known to be in **excellent physical shape**. Following his sunnah, Umar ؓ advised us to practice horseback riding, archery, and swimming.

Practicing mindfulness (muraqabah) and contemplation (tafakkur).

Reflecting on your inner state, the beautiful names of Allah, and the intricacies of nature around you provides a practical, **holistic path to mental well-being**.

Read the paper

Faith in Mind: Islam's Role in Mental Health

yaqeeninstitute.org

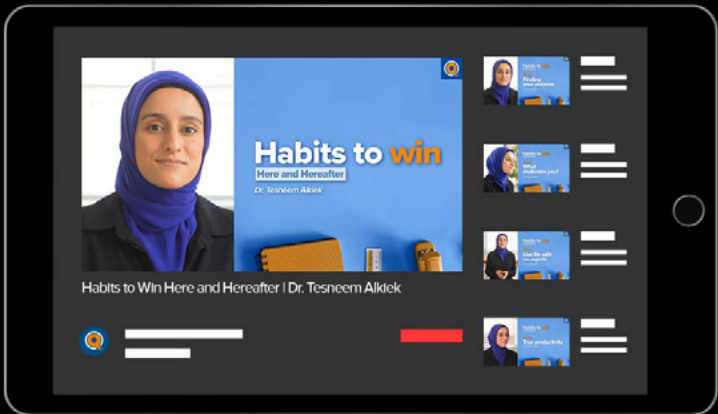


Most liked
on Instagram



Reached
1,950,005
people

Habits to Win video series



Almost
1 million
views

**In a world lost in
chaos and confusion,
some are finding
sanctuary in
Allah's Words.**

In times of turmoil, people long for security, reassurance, and stability. Some cope by falling into distractions and temporary delights. Others look for meaning by seeking knowledge and finding purpose.

**With your help, Yaqeen is
encouraging the distracted
and the seeking alike
to focus on worship,
connection with the
Qur'an, and turning
to Allah for guidance
and solace.**



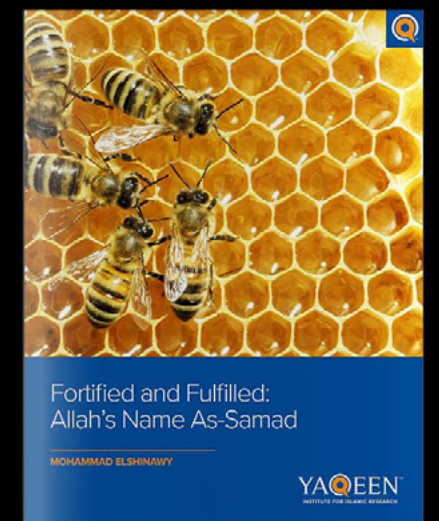
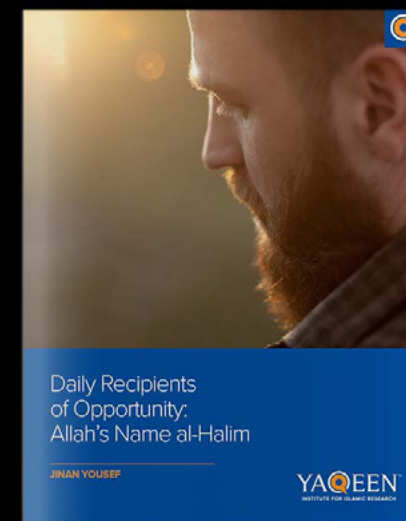
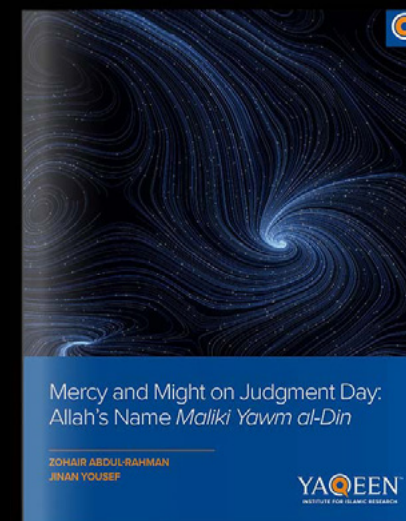
5 Steps to Mastering the Art of Worship

infographic



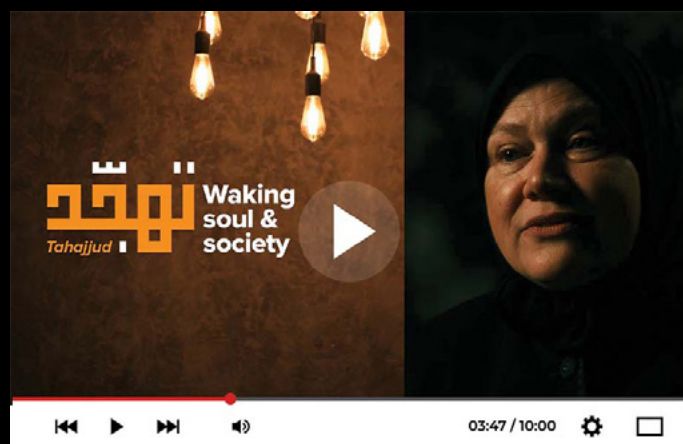
On the names of Allah

papers

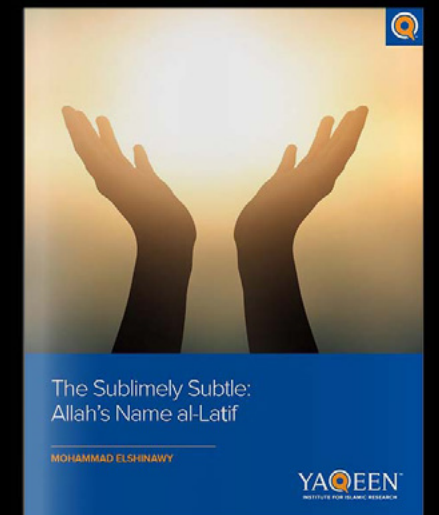
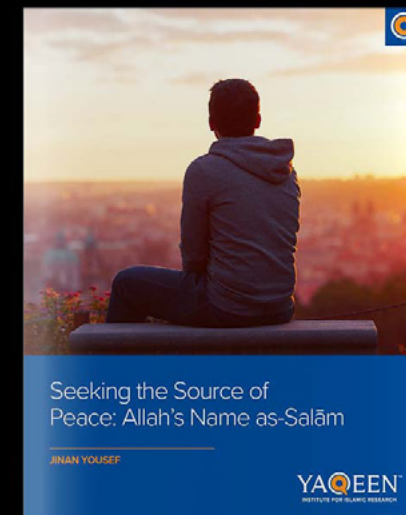
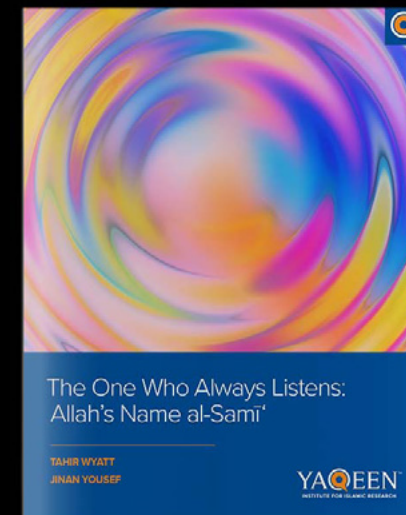


Tahajjud

video series



669,938
views



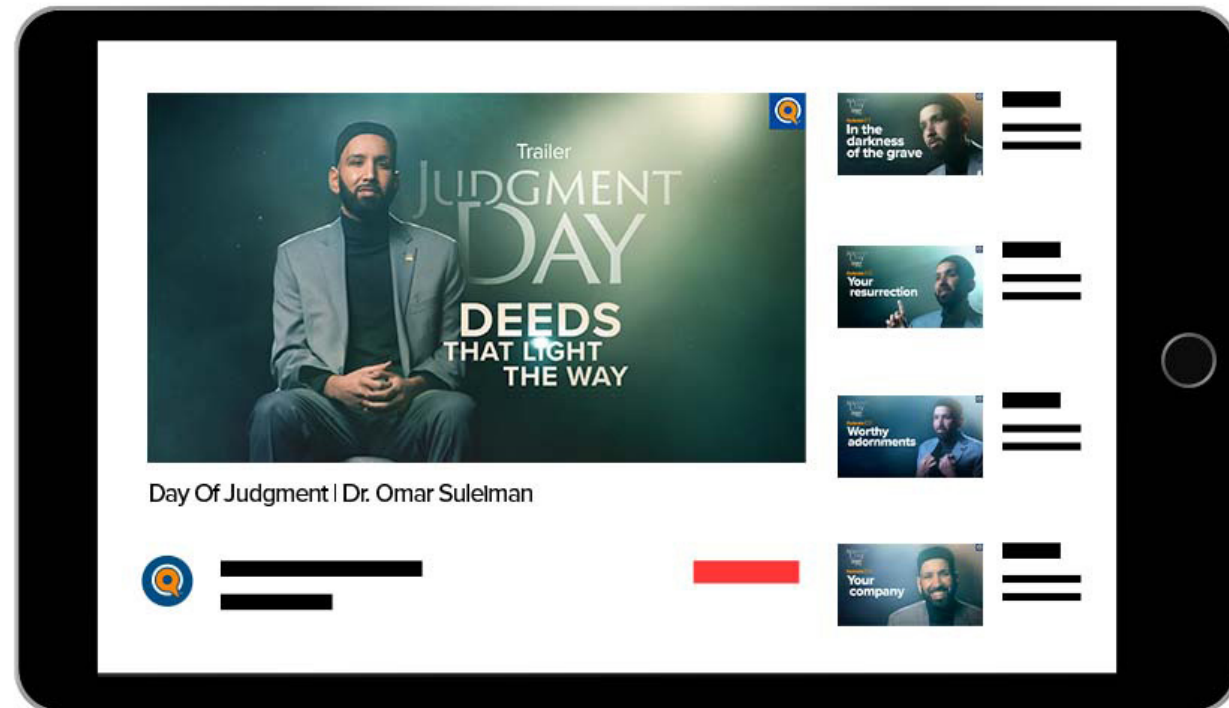
**For
these
people,
the holiest
time of year
is a month of
overflowing, all-
encompassing
noor.**

A month full of light and mercy, Ramadan is the time for every believer to recharge their spiritual batteries. **Your generosity** has raised the standard of Islamic programming by pushing the bounds of what is possible.

Yaqeen has produced even more high-quality Ramadan resources this year. **Our content** is soul-quenching and relevant, inspiring faith in families around the world.

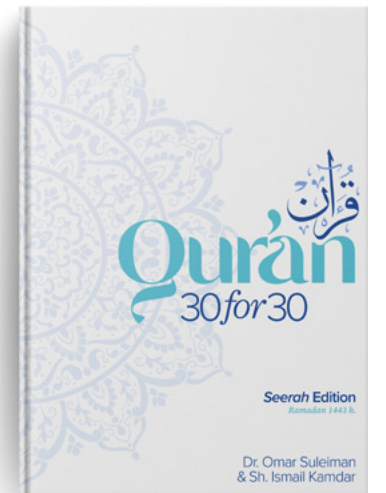
Judgment Day

video series



Qur'an 30for30

video series



#1
most watched
video series

9,171,017
views



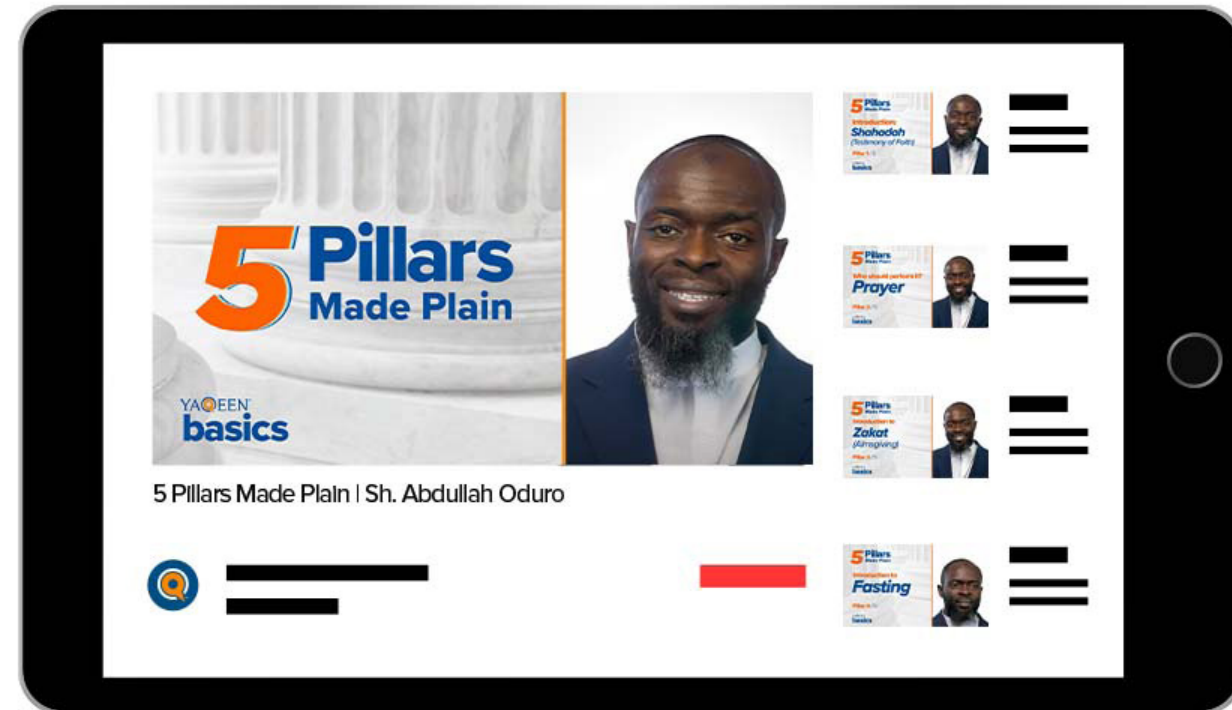
**Fueled
by clarity
& certainty,
the light of
iman doesn't
settle; it spreads
to those open
to faith.**

Everyone is
at various levels
of religiosity. This year,
Yaqeen made it a priority
to reach as many of those
levels as possible.

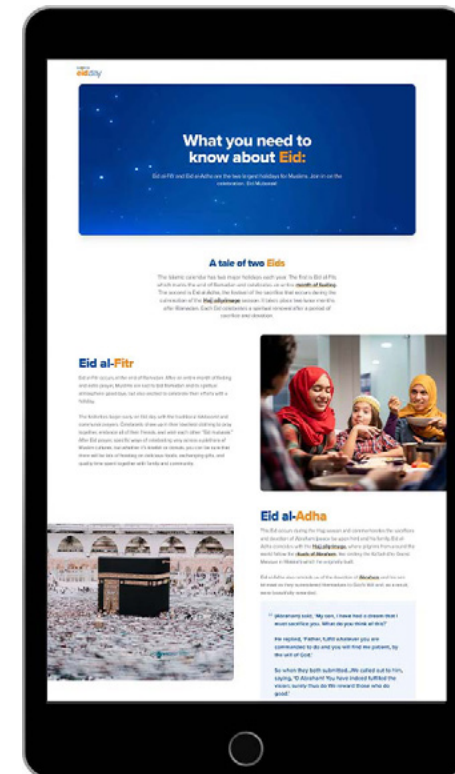
With Allah's blessing
and your contributions,
we have nurtured a community
of new and renewed Muslims
and created more foundational
resources for those interested
in learning about Islam.

5 Pillars Made Plain

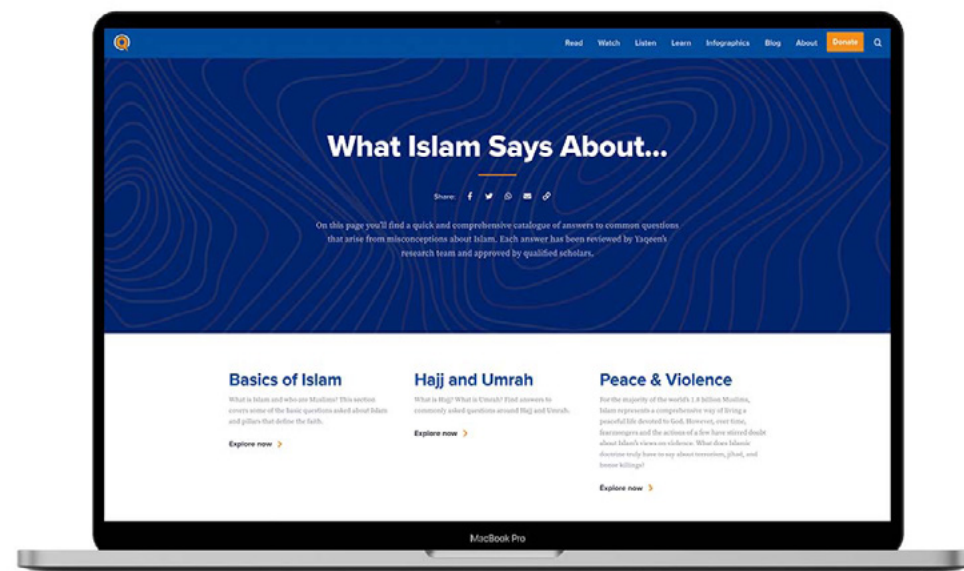
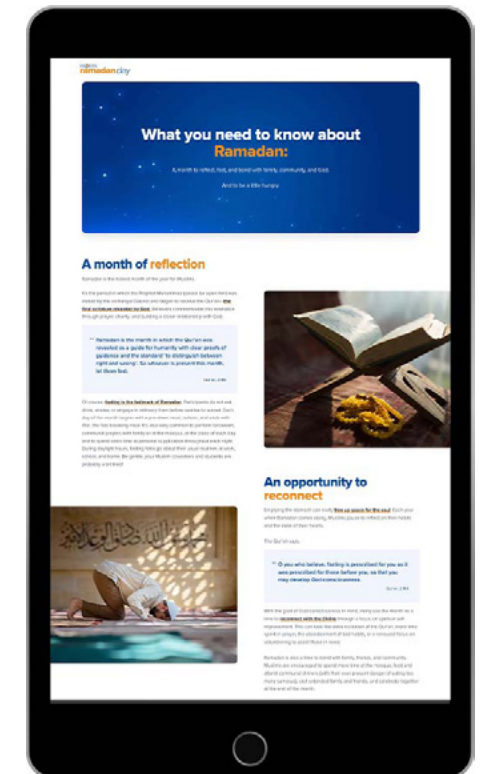
video series



YAQREEN™
eid.day



YAQREEN™
ramadan.day



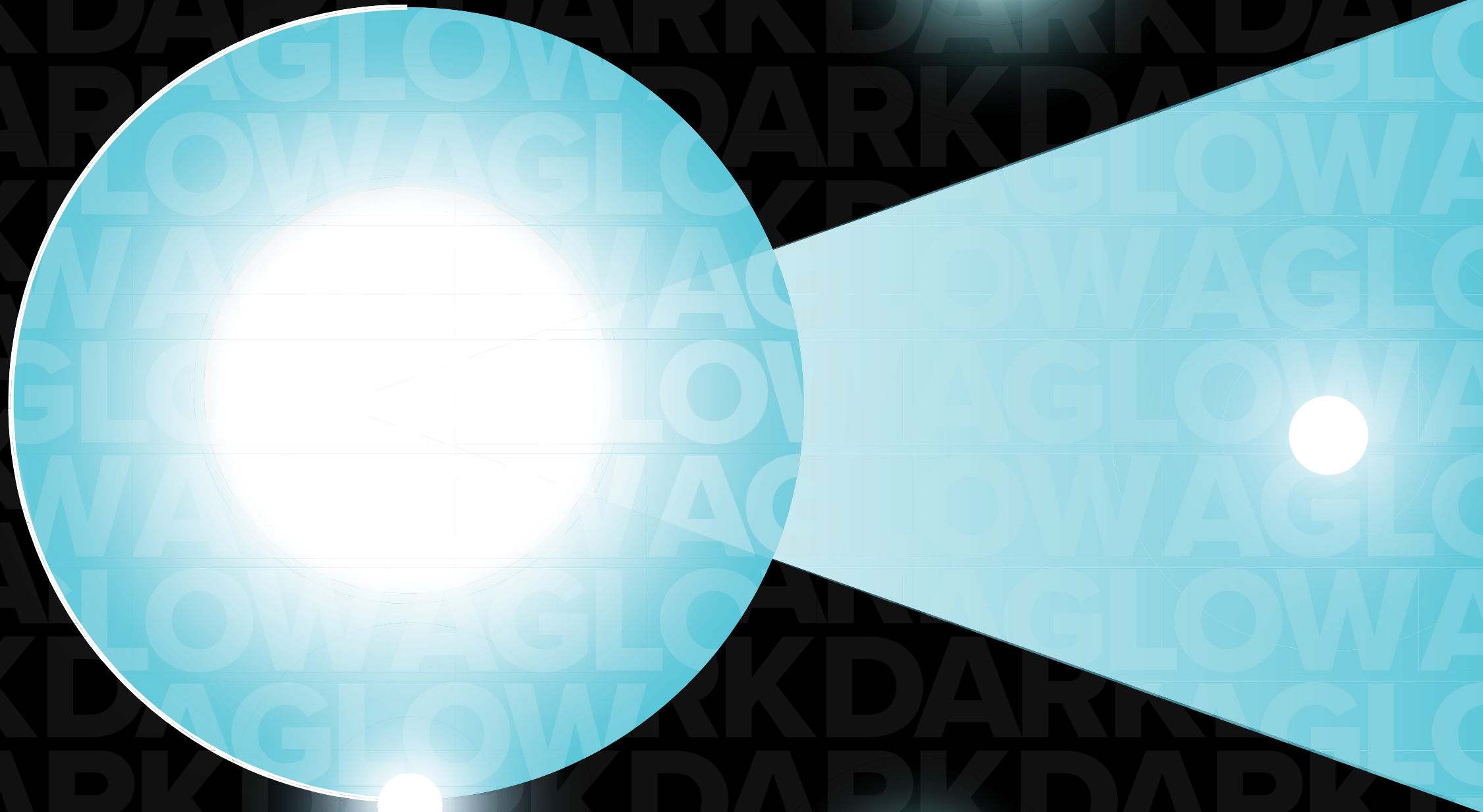
25.5K
pageviews

.day
A new Yaqeen initiative
in partnership with
Google



26K
pageviews

Despite the layers
of darkness upon
darkness, so
many souls
are aglow...



“ On “Why is the Qur’an a Miracle?”:

This video is a total masterpiece.



KHOIRUN NISA

“

I can’t even begin to describe how grateful I am to Dr. Omar Suleiman and the entire team at Yaqeen Institute for the amazing content they’ve put forth this Ramadan. The Judgement Day Series in particular was so timely; it helps me a lot with my introspection. JazakAllahKhair.



HANNAH

“

On *Attaching to Allah*:

The episodes from the Dhul Hijjah series keep getting better and better by the day. I love how the audience is invited to connect with the content and reflect on their own lives. There is a lot to unpack from each one and I’m personally benefiting alhamdulillah. Jazakumallahu khair to every single person behind this series.



ANONYMOUS

“

The Yaqeen Curriculum removed the burden from our teachers by providing comprehensive unit and lesson plans so they can focus more on teaching the lesson and engaging with the students. Overall, we are extremely satisfied with the Yaqeen Curriculum and the visible results that it has produced in our students’ conviction in Islam.



YUSUF, Islamic Studies Director and Educational Consultant, Universal Academy of Florida

“

On *Angels in Your Presence*:

This series changed my view on Islam.



JAYLIE

“

On *Tahajjud: Waking Soul and Society*:

Not many inspiring videos make you feel excited about *Tahajjud* the way this short video does. I later realized I had a subconscious smile while watching her. The most beautiful part was when she said ‘Keep things and mind ready for that appointment with the Lord.’ Jazakallah for this lovely video. May Allah bless you and the team.”



IMRAN

“

Please keep up the good work; you have no idea how you are helping thousands of us— directly, indirectly. May Allah bless and reward you for the efforts you put to make our *Deen* and lives better.



ANANNA

“

On *Qur’an 30for30: The Companion Reader*:

I’ve always wanted to understand Qur’an in [an] easier and simple way. This is my go-to book for that.



DINDA

“

On mobile formatting:

I just want to call out Yaqeen for making their content so readable. Everyone should be following this format of sectioning long form posts.



ANONYMOUS

“

On infographics:

Firstly, I would just like to thank Yaqeen Institute for the amazing work you’ve done. I’m a teenage Muslim girl born and raised in America, and I’ve come to Yaqeen time and time again whenever I have questions or troubles. It’s what I’ve been looking for for so long: clear and accurate explanations conveyed in a professional and well done manner.



AMINA

...because
you've
illuminated
their hearts
with *yaqeen*.

Research

Creative

Development

Marketing

Administrative

Engineering

Expanded
Learning

Programs and
Conferences

Research

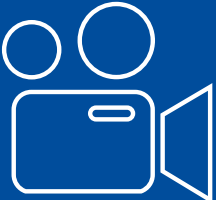
22%



\$891,887

Creative

19%



\$746,838

Development


18%



\$724,640


Marketing

14%



Administrative

12%



\$546,066

\$476,803

Engineering

8%

\$322,710

Programs and Conferences

1%

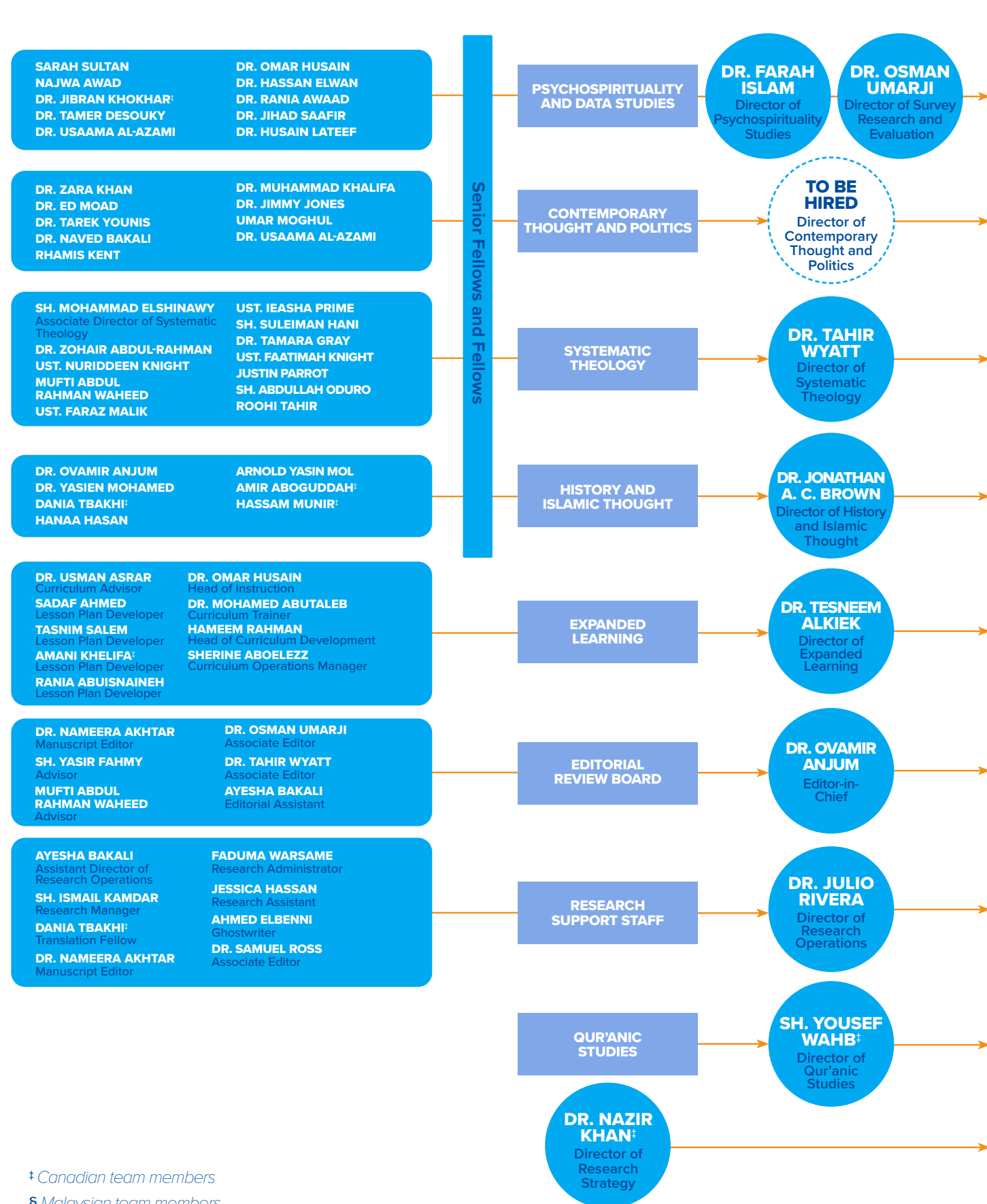
Expanded Learning

6%

\$229,998

\$31,110

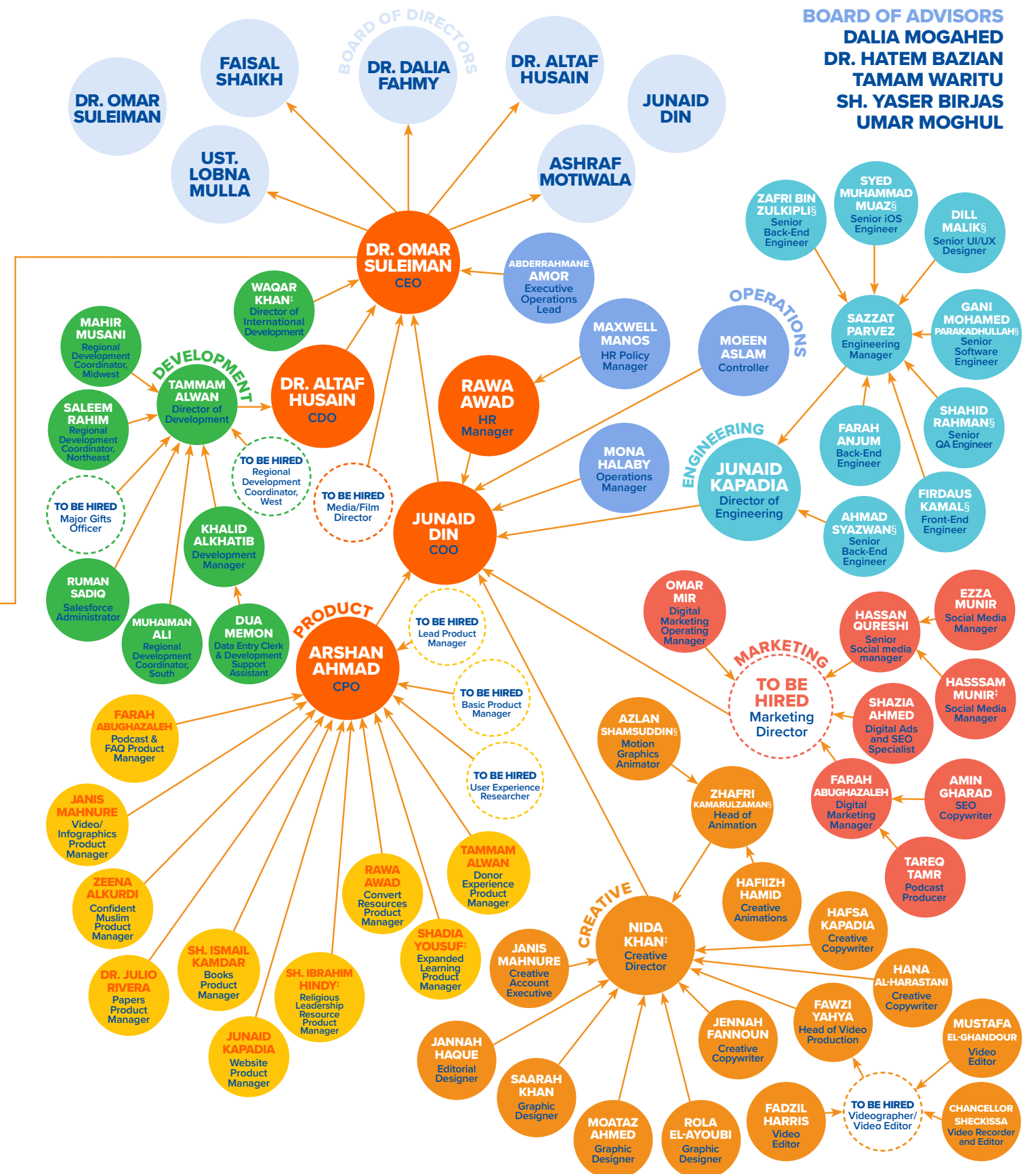
And our team is committed



† Canadian team members

§ Malaysian team members

to keeping that light shining.



Letter from the President & CEO

As-salaamu ‘alaykum,

Darkness upon darkness: This is how Allah describes the state of living without faith. Many souls are wandering the world, lost in the shadows of doubt, misinformation, burnout, and spiritual neglect.

But still there is light.

This light shines through the gloom, chases away the shadows, and guides any who follow it to the path of purpose. This is the light of faith, and, alhamdulillah, it has been promised to anyone who seeks it sincerely.

Our certainty in the light of faith—in its constant presence and its ability to bring back purpose to people—is why we’re here. Since Yaqeen’s inception, our purpose has been to spread His Light to every heart.

Every research paper, video, infographic, podcast, lesson plan, and social media post Yaqeen creates is designed to educate and enlighten. Our team’s efforts and your generous contributions have ensured that we are not merely a content-producing machine; instead, each resource serves a purpose, bringing clear, necessary guidance where we can reach people best.

From countering misinformation, to nurturing a holistic lifestyle grounded in Islamic thought, from unbelievable transformations in Ramadan to transforming others through da’wah and foundational knowledge—every piece has contributed to the vision you continue to help us realize. And when hearts are aglow, they will brighten whole communities with their conviction and change them for the better through all forms of contribution.

Every heart that has inched closer to Allah has been because of your generosity.

Imagine a world suffused with soothing, pure light. That world is possible. Let’s continue, with the help and *taufiq* of Allah, to keep kindling it together.

May An-Noor bless you with abundance, may He complete your light, and may He grant us all continued sincerity in our mission.

JazakumAllahu khayran,
Sincerely,



Dr. Omar Suleiman

Yaqeen Institute for Islamic Research
Founder, President & CEO

**Dismantling doubts and
nurturing conviction,
one truth at a time.**

