



IN CASE OF EMERGENCY

**Tune in to
Yaqeen**

ANNUAL REPORT
2023-2024



Faith is like a body.
It ages, it stagnates, it catches illnesses from those around it, and it has the capacity to experience great pain.

But—like the body—**it can also heal.** Spiritual diseases are not a mystery; they can be studied, diagnosed, and treated so that the hearts of the believers don't just recover from illness, but grow in faith and flourish with conviction.

At Yaqeen, we're creating custom healing kits full of the resources believers need to recover from every type of faith struggle.

Crack open these pages to explore **the new treatments** that you've helped us add to our inventory this year.



DOUBT

CASE FILE NOTES

Sami isn't so sure he believes anymore.

His culture tells him that Islam is violent, his friends tell him that religion is silly, and his religious parents always find ways to criticize him. He feels lost and uncertain, but something in him still wants to believe.

"I don't know what to believe in anymore!"



SYMPTOMS:

- Urgent questions
- Lack of purpose
- Gaps in knowledge
- Feelings of fear or anger
- Internalized Islamophobia
- Lack of belonging

DIAGNOSIS:

Doubt

Sami's healing kit

- ✓ **Research papers**
Our researchers identify common causes of doubt and write in-depth explanations that satisfy every question.
- ✓ **Yaqeen Curriculum™**
Yaqeen Curriculum™ helps middle and high school students learn critical thinking and gain confidence in their Islam.
- ✓ **E-books**
Longform digital books supplement popular Yaqeen video series and delve deep into topics ranging from *du'a* to hadith.



If you're experiencing similar symptoms, **open the case to treat yourself!**

We published **ground breaking papers** this year:



Parenting Style and Our Relationship With God:
The Influence of Parental Love on Our Perception of God

How to Deal With Racism:
Lessons From West African Scholars' Tafsir of Surah al-Hujurat

Islamic Parenting Strategies: How to Help Children Feel Safe in their Attachment to God and Parents

Are All Religions the Same?
Islam and the False Promise of Perennialism

The First Codex: Abu Bakr's Compilation of the Qur'an

Uniting the Ummah:
Strategies to Foster Solidarity with Uyghur Muslims

How to Overcome Addiction through Faith:
Ibn Al-Qayyim's Rehabilitation Program

How to Get Closer to Allah:
Exploring the Sequence of Allah's Names in Surah Al-Hashr

How Does Ramadan Work? A Beginner's Guide

From Gaza to Islam:
Understanding the Qur'an's Transformative Power

Top 5 most read papers

Islam and the LGBT Question:
Reframing the Narrative



88,243
readers

The Prophecies of Prophet Muhammad ﷺ:
Proofs of Prophethood Series



73,773
readers

The Palestinian Struggle
Through the Prophetic Lens



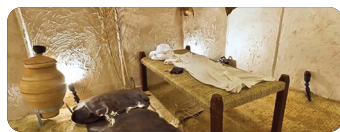
71,281
readers

Prophetic Prayers for
Relief and Protection



56,167
readers

The Age of Aisha ﷺ:
Rejecting Historical Revisionism
and Modernist Presumptions

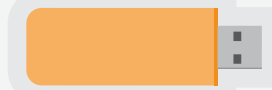


45,746
readers

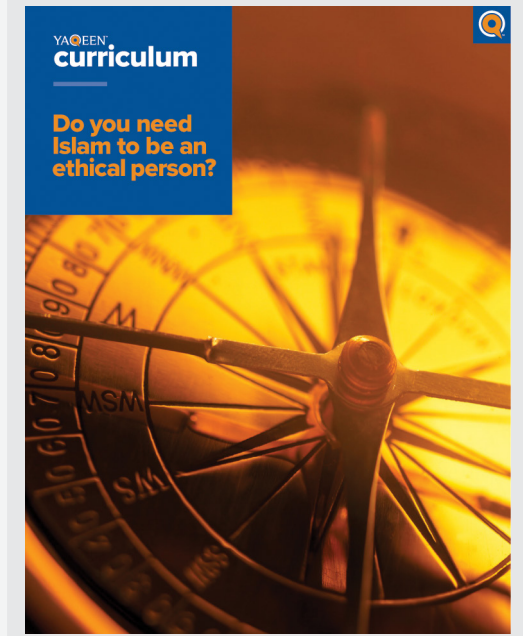
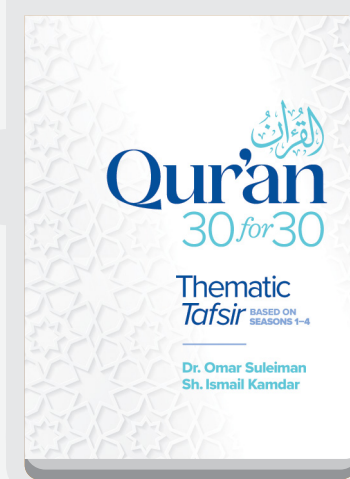
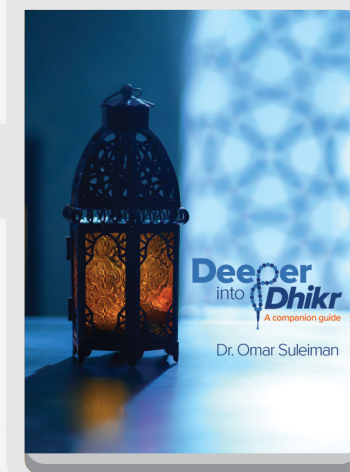
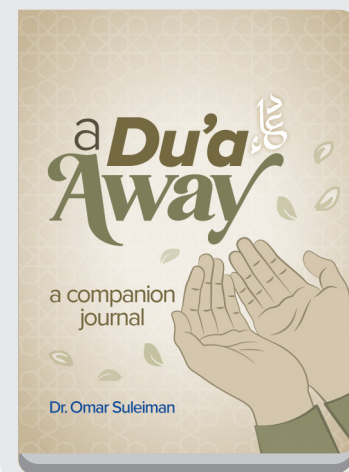
1.8M
pageviews in
the last year



You're not alone in asking questions.
Many thousands of people found what they were looking for in Yaqeen's papers.



E-books
Over 100k downloads



LGBT curriculum unit:
5,000 downloads
including...

- 71** college MSAs
- 365** full-time Islamic school educators
- 191** weekend school educators
- 297** homeschool educators
- 139** youth group leaders

↓

After spending time reflecting, Sami realized that he secretly thought of Allah as angry and harsh—just like his parents. He thought this was an issue that no one would understand, but when he went to do some research, **he found that Yaqeen knew exactly what he was going through.**



A rectangular thumbnail with a white background and an orange border. It features a small image of a child being held, the title "Parenting Style and Our Relationship With God: The Influence of Parental Love on Our Perception of God", and a QR code on the right side.

Sami isn't alone in looking for answers...

*"Mashallah, articles like this are very helpful and **beneficial to me and the Muslim ummah.**"*

*"This is such an **amazing gift** to us, May Allah bless you!"*

*"This makes me **want to become a muslim** inshallah. 🙏"*

*"Jazakallahu khair Yaqeen team, this is helping me to navigate through this time by **seeing through eyes of the Hadith and Qur'an.**"*

*"This article **opened my heart** into learning more and more."*

*"This article was amazing and it **went in depth to answer my question.**"*

All the pieces fell into place for Sami. Now, he better understands Allah, his parents, and himself. He isn't so bothered by his friends' criticism of Islam, and **he feels more fulfilled and purposeful.**



DESPAIR

CASE FILE NOTES

Hania can't concentrate at work. It just doesn't feel important anymore. Come to think of it, she's not really eating much lately either; she feels too guilty to enjoy her meals.

Most of her time is spent watching the horrific news coming out of Gaza. She's starting to feel numb and doesn't know where to turn.

"I just can't stop crying."



SYMPTOMS:

- Heartache
- Difficulty concentrating
- Isolating from others
- Feelings of guilt and shame
- Trouble getting through the day
- Wondering why there is suffering in the world

DIAGNOSIS:

Despair

Hania's healing kit

✓ Yaqeen's Gaza response

Yaqeen has been on the digital frontlines of the Gaza crisis, speaking truth to power, counteracting propaganda, and amplifying Palestinian voices. We speak up because the cause is just, but also so that the millions of people around the world bearing witness to genocide find faith instead of despair and take action instead of giving up.



If you're experiencing similar symptoms, **open the case to treat yourself!**



“I feel empowered by your Islamic videos. I am so heartbroken to see the calamities & chaos in Gaza, praying for world peace, I am a non Muslim from Singapore.”

On Dr. Haifaa Younis' Gaza Diaries video

325,558 views
If You Hear Bombing, Say, 'Alhamdulillah'

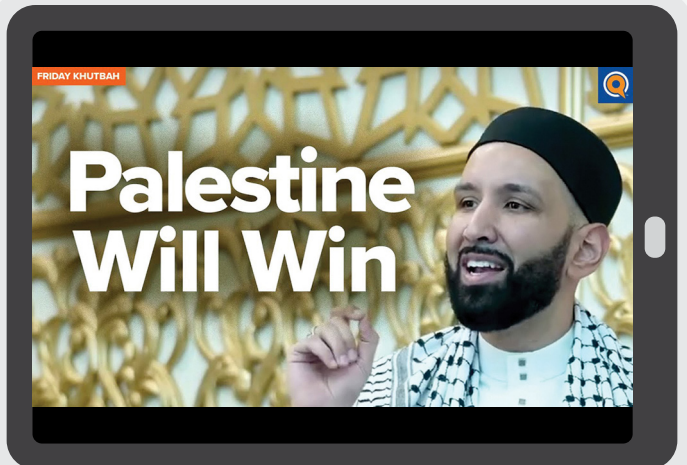


“THIS LECTURE WAS AN ANSWER TO MY DU'A... I was feeling so defeated and like I didn't know what else to do, and now I feel my posting IS helping! JazakAllahu khairan for all you've shared!”

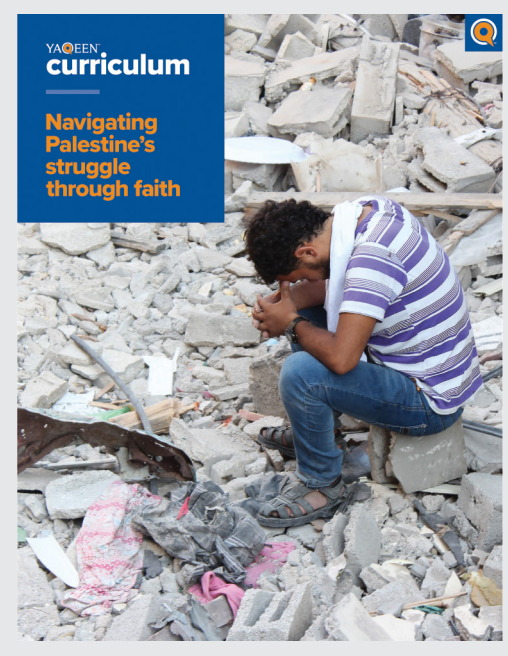
On Sami Hamdi's Gaza video



748,203 views
Have Muslims in the West Betrayed Palestine?



1,095,863 views
When the World Stands Against You



Research papers on Palestine:

- Speaking Truth to Power:** Islamic Rules for Protests, Civil Disobedience, and Encampments for Gaza
- From Gaza to Islam:** Understanding the Qur'an's Transformative Power
- The Palestinian Struggle Through the Prophetic Lens**

We asked teachers, **“If you taught our most recent unit on the current events in Palestine, how did it help your students better process the ongoing crisis?”** They responded...

“Patience.”

“They began to see the truth and how Allah plans things. [This unit is] full of du'as and reminders.”

“They have become clearer in their thoughts.”

“[They gained an] understanding of the power of du'a and activism.”



Blog posts:
4,487%
increase in readers this year

Qunut Nazilah:
A Guide to Making Du'a for the Oppressed in Times of War
8,000 readers

How Gaza is Restoring Faith in God and Saving the World
3,300+ readers

Hania notices that Yaqeen is posting many videos on Gaza. She watches all of them avidly, searching for hope. After watching, Hania still feels heartbroken. But she also realizes that **Gaza doesn't need her despair; it needs her determination.**



Every day, instead of doing nothing, Hania calls her representatives. She signs up to organize protests and educational events. And **she never stops making du'a** for the people of Palestine.

“Thank you for your spiritual leadership at this time. **I am not a practicing Muslim and yet I see that Islam is the only religion** equipped with the language and teachings to help us make sense of the current situation and keep our faith.”

“**I am not a Muslim...** I felt almost defeated seeing the evil Israel is committing. **This just lifted my spirits.** God will have the last say and Palestine will be free!”

“Thank you so much for having this conversation... **I learned a lot about how to navigate my actions and emotions** from how Rasulallah did during trying times.”

“**This brought so much solace to my broken heart.**”

“**My heart has been heavy...** with all that has happened. The devil comes with a feeling of hopelessness and helplessness. But **these words re-focused me.** The eyes, hearts, minds, spirits, and prayers of the *ummah* are with the Palestinians.”

CASE FILE

Despair-busting testimonials

BURNOUT

CASE FILE NOTES

Ibrahim is tired. He's praying, but lately, it just feels so mechanical. Between work, marriage, parenting, travel, and the frantic pace of his life, he's too busy for extra worship or anything else that will build his connection with Allah. But Ramadan is coming up. Maybe that will help him feel a spiritual boost...

"I don't have time for anything."



SYMPTOMS:

- Uninspired
- Aimless
- Low energy
- Lack of motivation
- Seeing worship as a to-do list item

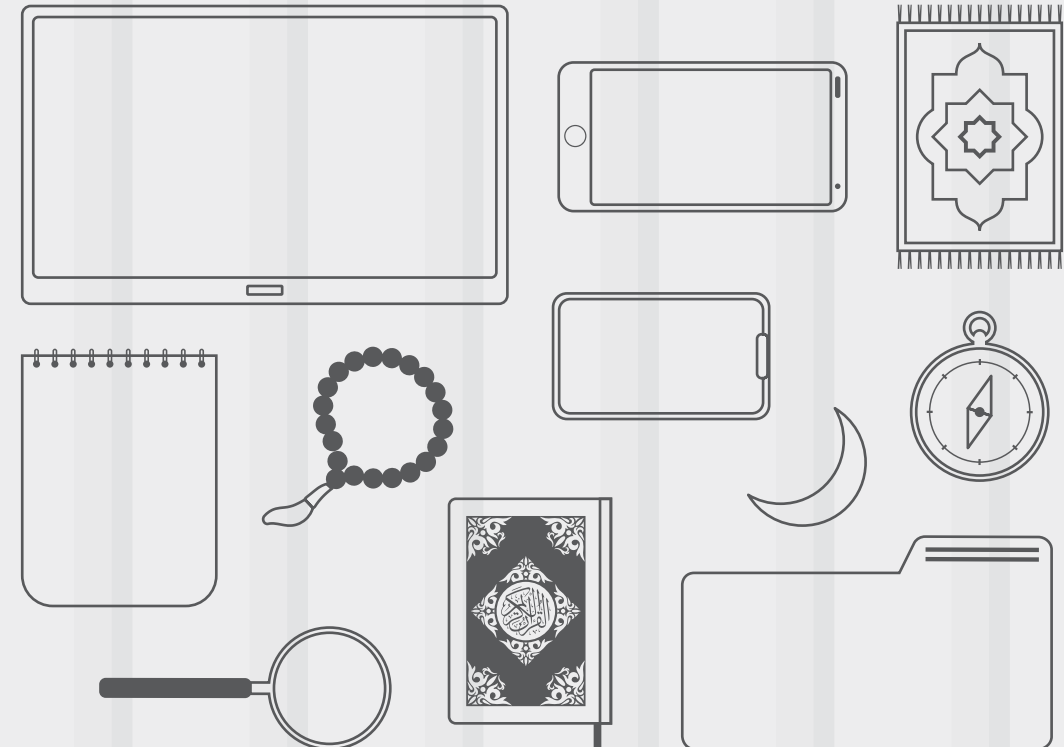
DIAGNOSIS:

Burnout

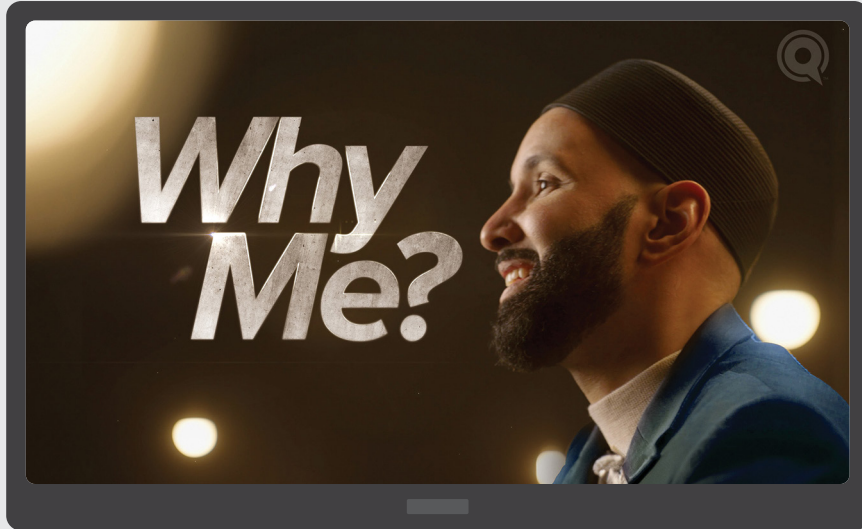
Ibrahim's healing kit

✓ Ramadan and Dhul Hijjah video series

Ramadan and Hajj season lift the tired spirits of every Muslim, from the barely practicing to the most dedicated masjid-goers. And each year, our goal is to support that *iman* boost with video series that hit all the right notes—educational, innovative, engaging, and powerful enough to maintain the spirit of the sacred months all year long.



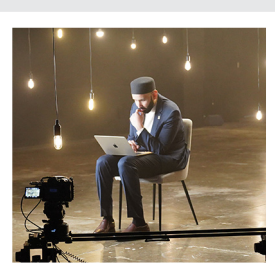
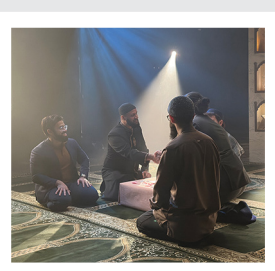
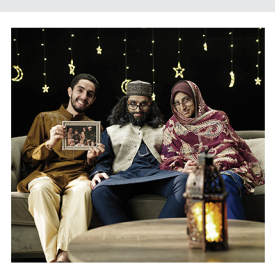
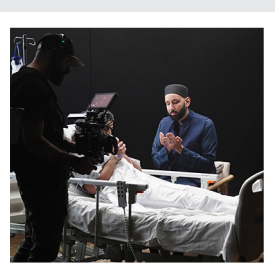
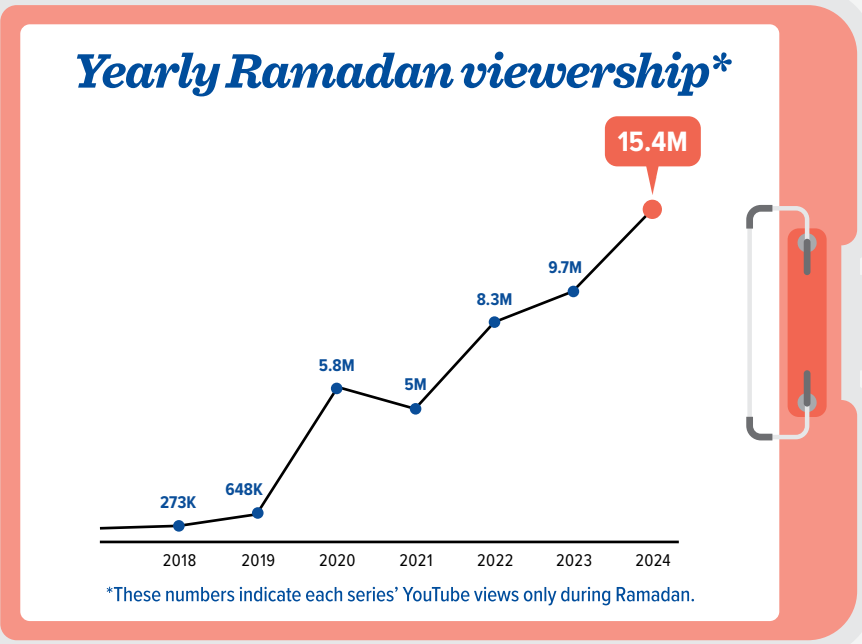
If you're experiencing similar symptoms, **open the case to treat yourself!**



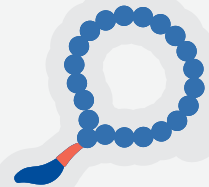
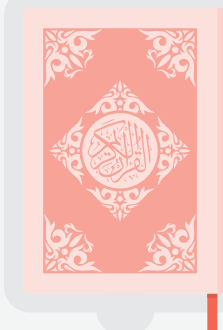
15.4 million
viewers tuned in on YouTube during Ramadan



Why Me? was translated—and watched in!—
10 languages in 2024:
English Malay
French Spanish
German Indonesian
Arabic Urdu
Turkish Italian

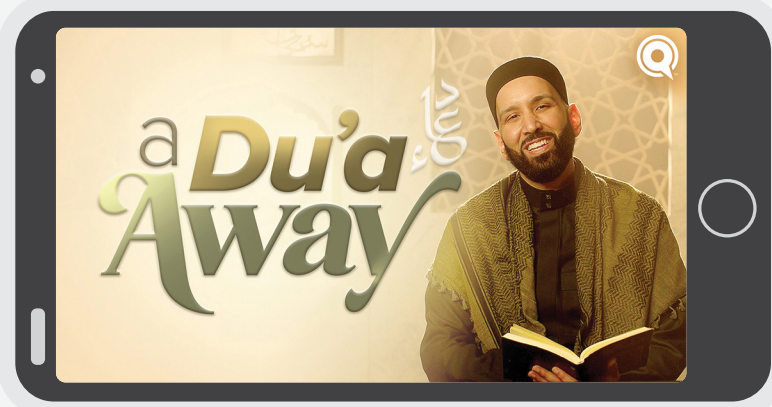


70%
increase in views



"I'm a revert struggling with my identity...I truly needed to hear this today. **It went right to my heart and I felt it open a little more.**"

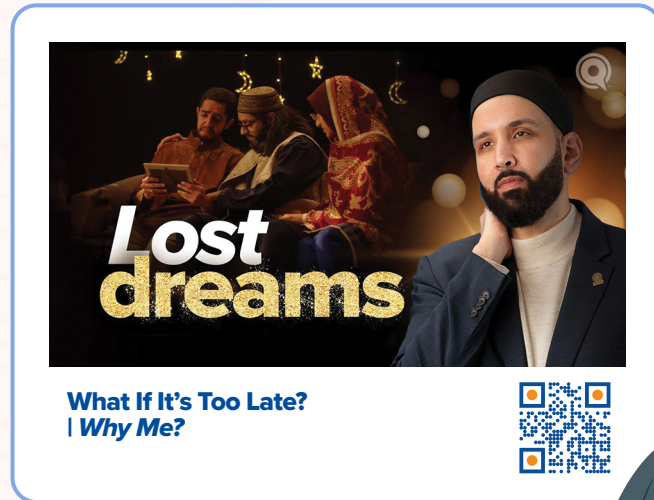
"SubhanAllah, **every time I watch an episode I say, 'this one is my favourite,'** but this one today...takes the cake mashaAllah."



"I wonder if this is a sign from Allah because I have always struggled in making *du'a* and recently I have come upon a situation where all I want to do is make *du'a*. **I feel like I am constantly getting signs from Allah to converse more with Him.** This video could not have been more perfectly timed. I am amazed at the mercy of Allah. Thank you Dr. Omar since your words feel like my answer from Allah."

2 million views
during Dhul Hijjah

Ibrahim's wife made it a Ramadan tradition to watch an episode of **Why Me?** between *iftar* and *Taraweeh* every night, and soon Ibrahim found himself joining her.



Learning about *qadar* and reflecting on his past trials made Ibrahim realize how fortunate he has been in life, and soon **he found himself rushing to prayer, feeling gratitude and purpose** again for the first time in months.

“I watch every episode in this series and I feel like **Sheikh is speaking to me directly.**”

“You can't imagine how much I needed to hear this. For the longest time, **I struggled with balancing hope and fear...**but now that I listened to this, I realized that as long as I'm continuing on the right path, all shall be good. Thank you so much for this priceless message.”

“This series has touched my heart. **Now I understand better why I am being tested.**”

“*This is by far the best series I have seen my whole life.*”

“This series has done more for my religious education than any school teacher, mentor, or even parent could in the 30 years of my life. It has made me introspect more than any therapist. It has given context to so many concepts about my deen that I didn't have the vocabulary for before.”

CASE FILE

Burnout-busting testimonials

Healthy, faithful, and fulfilled

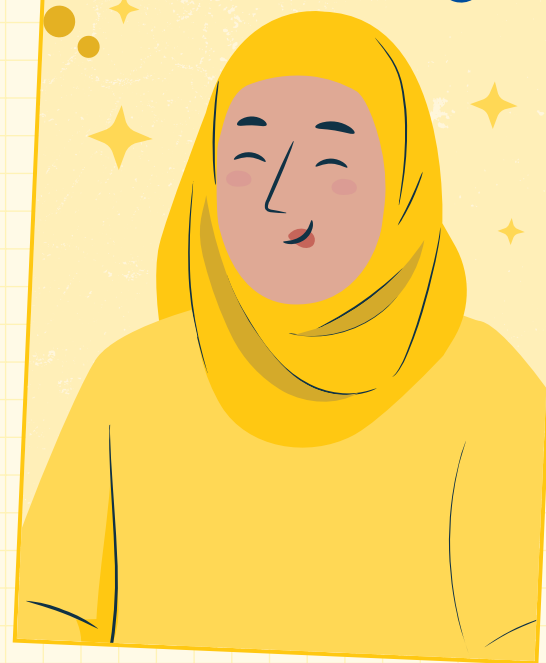
CASE FILE NOTES

Noor has been following Yaqeen for years.

She watches every Ramadan series, keeps up with weekly *Imam Tom Live* podcast episodes, reads every educational Yaqeen Instagram post, and tunes in excitedly for Dhul Hijjah.

And she feels more connected to Islam than ever.

"My heart feels so full!"



SYMPTOMS:

- Energetic
- Confident
- Inspired
- Purposeful
- Connected
- Full of conviction in Islam

DIAGNOSIS:

Healthy, faithful, and fulfilled

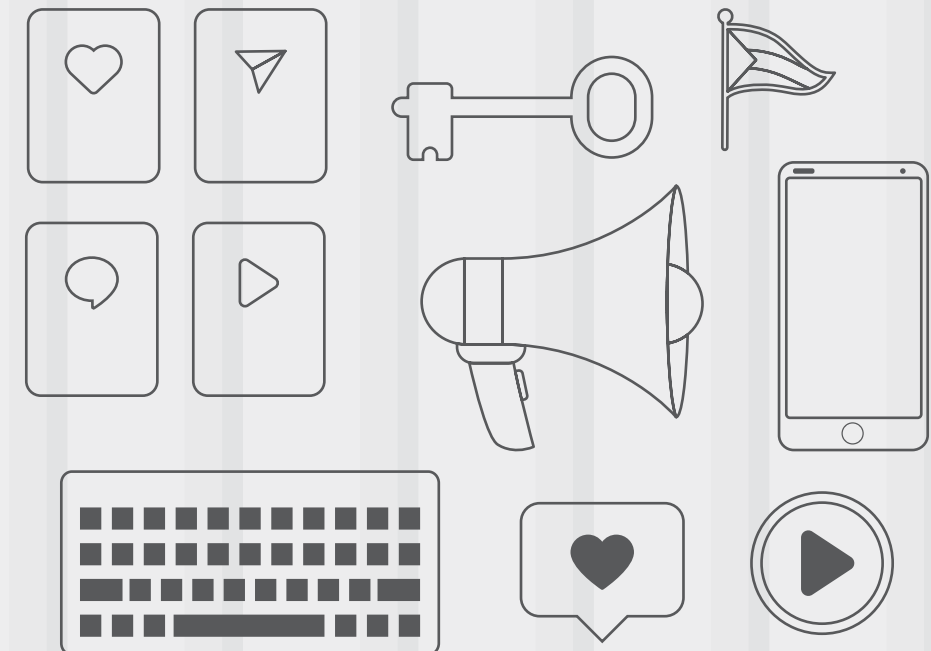
Noor's healing kit

✓ Keep engaging with Yaqeen

A believer's health always needs nourishing, and our repertoire of content will keep growing to address more doubts, answer more questions, and move every believer towards feeling fulfilled in their faith.

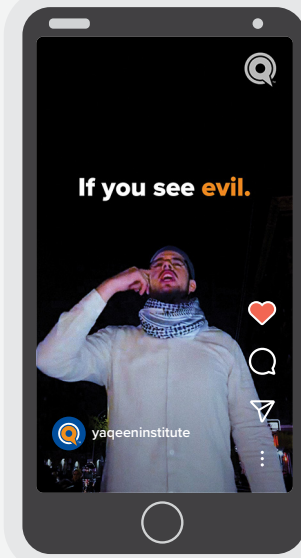
✓ Contribute to Yaqeen and her community

A healthy Muslim is a contributing Muslim. We aim to move people like Noor not just to learn about Islam, but to create healthy communities and find ways to contribute positively to the world around them.



If you're experiencing similar symptoms, **open the case to treat yourself!**

Most played video:
Sh Omar's du'a for Palestine
14,793,653 views

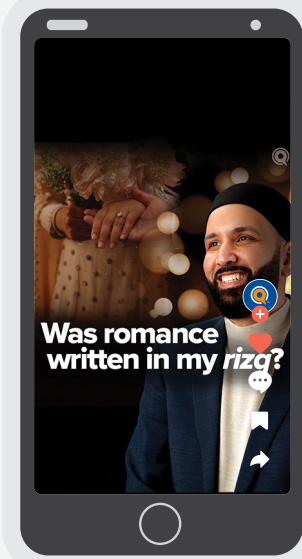


Most interactions on a post:
Imam Tom at Protest
5,517,646 views

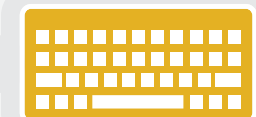


All of **Noor's** favorite Yaqeen content this year was **your** favorite, too.

Most discussed post:
"Romance is rizq."
A phrase that launched a cultural phenomenon on social media.



Most viral post:
Nakba 1948 vs. 2024
Over 15M plays across non-Yaqeen accounts that re-uploaded the video.



Noor is flourishing because she makes taking care of her iman a priority. She understands that, just like her body needs medical care to stay healthy, her faith needs regular treatment too.

When she found Yaqeen, she found everything she needed to heal her spiritual ailments and become the healthiest Muslim that she could be... alhamdulillah.



"Yaqeen is a relief to my heart and fulfills my soul."

"I eagerly anticipate more beautiful content in the future."

"I extend my heartfelt thanks for the wonderful and insightful content provided by the Yaqeen Institute... **through your efforts, I have gained invaluable knowledge about my faith, and I'm certain that many Muslims worldwide share this sentiment.**"

CASE FILE

Healthy, faithful, and fulfilled testimonials

Your support keeps Yaqeen healthy...



Research
21%
\$1,317,169

Creative & media
15%
\$973,203

Administrative
14%
\$871,163

Development
13%
\$857,200

Marketing
12%
\$764,997

Product management
10%
\$633,915

Programs & conferences
5%
\$359,683

Engineering
5%
\$317,182

Human resources
4%
\$226,726

Endowment expenses
1%
\$72,560

...so that all of us can keep working to heal the ummah.

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SH. SULEIMAN HANI Fellow

Letter from the President & CEO

As-salamu 'alaykum,

In my many years working with the community, I've come to realize something important: **people want to believe.**

I see it in the eyes of struggling believers who come to me with doubts. I hear it in the anguished voices of those who don't understand why Gaza is suffering so deeply. I notice it in the exhaustion of those who are too busy to visit the masjid for anything more than *Salat al-Jumu'ah*.

They know how profoundly fulfilled Islam can make them feel, but so often, their unhealed spiritual diseases fill them with doubt, make them despair, or keep them at a distance from Allah.

That's why Yaqeen exists: to be **the world's largest emergency response platform for every type of faith crisis.** We're working to identify the root causes of spiritual diseases and reach those yearning to find faith with the exact treatment they need.

And I see it working. In just a few years, Yaqeen has buoyed the spiritual health of millions of Muslims. We've also begun to see an influx of new Muslims, guided to Islam by the clarity of Yaqeen's resources.

Every person who has found faith through Yaqeen, every new piece of research and content that reaches another believer—it's all due to you. Your support and contributions are not just sustaining Yaqeen, but growing and healing our *ummah*, heart by hurting heart.

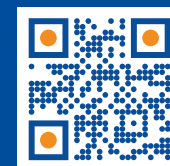
May Allah reward you profoundly for your generosity.
JazakumAllahu khairun.

Sincerely,



Dr. Omar Suleiman
Yaqeen Institute for Islamic Research
Founder, President & CEO

**Dismantle doubts,
nurture conviction,
and inspire contribution,
one truth at a time.**



Donate to keep
healing the *ummah*.



YAQ^QEEEN™