

Annual Report

2024–2025

SPECIAL EDITION

A year of
faith in

FOCUS

Faith Across Borders

Yaqeen's annual Ramadan series connects millions of Muslims worldwide.

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Take a break

A Yaqeen themed crossword, ready for the moment you need a pause in your day.

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Financial breakdown

From small gifts to major support, donors powered the stories, lessons, and initiatives that reached Muslims across the globe this year.

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LETTER FROM THE EDITOR

This past year has shaken us.

Genocide has scarred the *ummah* and political uncertainty has left many unsure of what tomorrow might bring. These are difficult times. And yet I have seen Muslims everywhere holding their ground with remarkable courage.

Our *masajid* are packed to the brim. Islamic schools have higher enrollment than ever. Muslims young and old are living their Islam with confidence. Fear once pushed us to retreat, but now we are learning to stand, to act with dignity and remain firm in our principles.

Yaqeen is here to steady shaky hearts. Through our Ramadan series on the Barzakh, viewers found words for their grief and reminders of Allah's mercy. The Aqsa series reconnected Muslims to Palestine. Our daily discussion guides encouraged families to reflect together, building faith and resilience in the home. And with Yaqeen's AI tool, Ask Aqsa, we developed a resource to navigate new technology without resorting to LLMs that have been trained on questionable values.

Our work is to help Muslims stand firm in the face of unrelenting pressure. The trials remain, but our resolve keeps growing. With your support, Yaqeen will continue to produce content and provide direction in a world mired in pain and confusion.

When the world sets you spinning, Yaqeen points the way.

JazakumAllahu khairun,

Dr. Omar Suleiman
CEO, founder, and president

FEATURED



100 million+
views on YouTube and Instagram

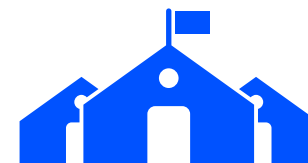
“I love that catch line, **“When the world sets you spinning...Yaqeen points the way.”** SubhanAllah that’s all I’ve ever seen from Yaqeen. I’ve had MAJOR doubts, but Yaqeen gave me the knowledge I needed to 100% dismantle those doubts, and see the truth.”

YAQEEEN AUDIENCE MEMBER ON OUR NEW LOGO

YAQEEEN™ →  **yaqeen**™

1,600

Number of schools and youth groups utilizing Yaqeen Curriculum.



“Listening to Sheikh Abdullah Oduro and his men speak about discipline and spiritual focus always helps to realign my heart.”

IMAN CAVE VIEWER

“Students are suddenly engaged, having never studied anything like the topic of desire in a classroom before.”

Yaqeen Curriculum makes sexual ethics a study topic.



137
countries

around the world tuned in to watch Qur'an 30for30 in 2025.

“I have met Muslims in small towns around the country who describe our content as a lifeline.”

DR. ALTAF HUSAIN, VICE PRESIDENT OF YAQEEEN

FAITH ACROSS

Yaqeen’s Ramadan Series Connects Millions of Muslims

From Dallas to Dhaka, Yaqeen’s latest Ramadan production explores life, loss, and the unseen world that follows.

Each Ramadan night, as cities quieted for prayer and reflection, screens lit up across the globe. This year, more than **20.5 million viewers** in over **180 countries** tuned in to Yaqeen’s Ramadan series, *The Other Side: Barzakh and Beyond*—a digital gathering that turned private homes into shared spaces of faith.

A THEOLOGY FOR A GRIEVING WORLD

Yaqeen’s annual Ramadan series has become a mainstay for Muslims worldwide. Past seasons have wrestled with the problem of evil and answered the question of how believers can reconcile divine mercy with human suffering.

This year, *The Other Side* confronted the next step in that journey: death, the afterlife, and the unseen transition in between.

Each episode invited viewers to see death as the next step, and came paired with **daily discussion guides**



Watching Yaqeen’s Ramadan series as a family has become a worldwide phenomenon.

for families to talk through faith and loss together.

“I heard from so many hurting people this year, and I wanted to speak about something that could bring them comfort,” said Dr. Omar Suleiman, host of the annual Ramadan series. “Even though it’s natural to fear death, I wanted believers to realize that it can also be a place of joy and reunion.”

EDUCATION

How to Handle a Crush

In classrooms across the country, Yaqeen’s curriculum units help young Muslims navigate modern questions with timeless guidance. **8**

MEDIA & ARTS

“It Was Embedded in Their Hearts.”

With Yaqeen’s *Al-Aqsa* series, Muslims worldwide engaged with the sacred history of Palestine amid the ongoing crisis in Gaza. **10**



BORDERS

ACROSS BORDERS, SHARED REFLECTIONS

From Cairo’s cafés to living rooms in London and Toronto, viewers watched together, posted reflections, and shared takeaways online across Yaqeen’s platforms.

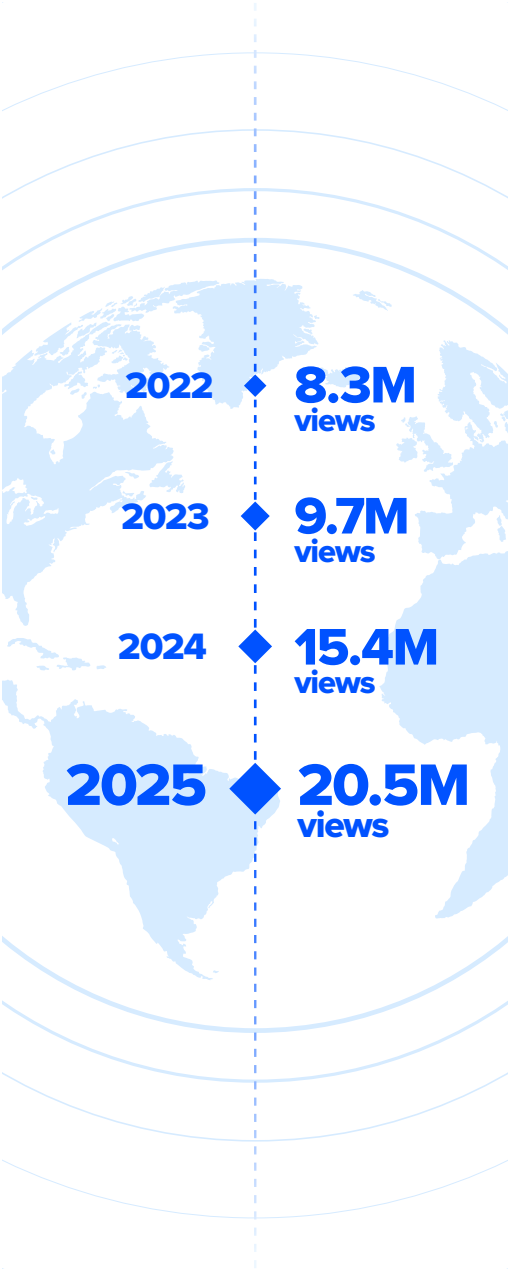
“MashaAllah, my whole community is talking about the Barzakh these days,” said one viewer. “Dr Omar is guiding the *ummah* on another level. May Allah reward each and everyone immensely, who helped making this series.”

For many, the series was an opportunity to learn but, more importantly, a means of finding comfort. Amid ongoing headlines of loss and crisis, *The Other Side* became a way to process grief through faith rather than despair.

THE REACH OF A RAMADAN SERIES

What began as a simple lecture series has grown into a **Ramadan tradition** for millions. Yaqeen’s balance of scholarship, cinematic storytelling, and spiritual depth continues to set it apart in a crowded digital space.

“In a world that scrolls past suffering,” Dr. Suleiman said, “our mission is to help people stop, reflect, and find God in every situation.” ♦



At a Glance



Series Title

The Other Side: Barzakh and Beyond



Views (2025)

20.5 million



Countries Reached

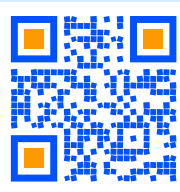
180+



Discussion Guides

7,000+ downloads

Watch the series:



3 | SCIENCE & TECHNOLOGY

AQSA A.I.

Tradition Goes High-Tech

“We show that the distances between the cultural expression of LLMs and the local cultural values of different countries are unequal, suggesting cultural bias in LLMs that favors the values of English-speaking and Protestant European countries. This finding raises critical concerns about cultural misrepresentations and bias in current applications of LLMs.”

Tao, Y., Viberg, O., Baker, R. S., & Kizilcec, R. F. (2024). Cultural bias and cultural alignment of large language models. *PNAS Nexus*, 3(9), pages 346-9.

Artificial intelligence is reshaping how the world learns, searches, and thinks. For Muslims seeking credible Islamic knowledge in this new landscape, **Yaqeen’s AI, Ask Aqsa**, offers a way to use new technology while feeling certain they can trust the results.

Built in-house and trained exclusively on Yaqeen’s verified research library, Aqsa allows users to **ask questions in natural language** (“Why am I so sad even if I’m Muslim?”), “How do I start learning more about Islam?”) and receive empathetic, evidence-based responses as well as resources to answer their questions.

WHY IT MATTERS

Standard AI models are not neutral. As byproducts of human writing and human training, they absorb biased beliefs about the world, and then share that information as fact with users.

Aqsa represents Yaqeen’s belief that as AI becomes integrated into daily life, it must be trained with guidance that’s rooted in Islamic ethics, not left to systems built without any moral framework. ♦

Ameen
by yaqeen

1.2 million du’as accessed

TOP 3 MOST POPULAR DU’AS

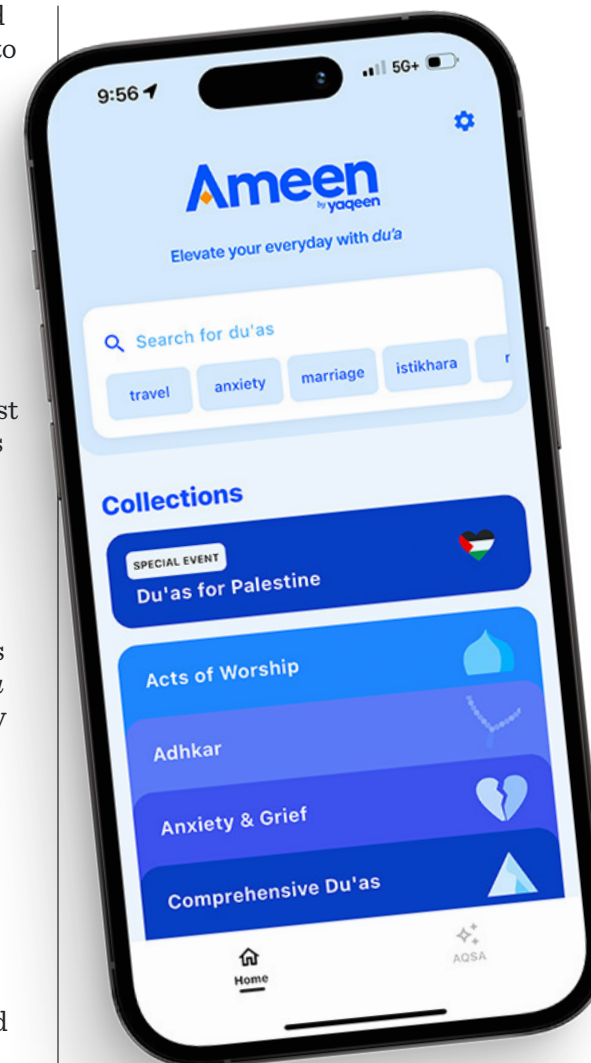
Du’a for health and protection from trials: **49,000 views**
Sayyid al-istighfar: **42,000 views**
The most comprehensive du’a: **37,900 views**

Prioritizing Du’a, No Matter How Busy

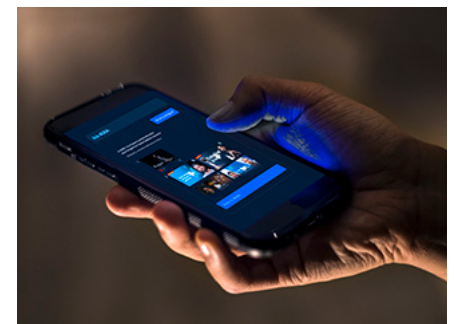
When 21-year-old Sana settled into her new dorm at Hamline University, she quickly realized something would be very different. “In my family, my Baba was always the one reminding me to make *du’a*. Whenever I was stressed about something, or wanted to know how to pray for a goal I wanted to achieve, he helped me find the best ways to ask.” Without him, things are a little harder.

Sana still calls her father to learn from him about *du’a*, but in the hectic pace of college life, she needed an extra way to get that reminder every day. Yaqeen’s Ameen app helps users make *du’a* a top priority, no matter how busy they are. Ameen sets itself apart with daily reminders, **curated du’as**, custom “**prayerlists**,” and an **AI-powered du’a finder** that finds supplications from the Qur’an and Sunnah for users’ specific needs, whether spiritual, emotional, or practical.

“The other day, I was so worried about a test that I just typed in ‘Stressed about exam tomorrow’ into the app,” Sana’s friend Hafsa said, “and it gave me a *du’a* to make but also reminded me that I should do my best and then trust in Allah. That helped me relax a little bit so I could keep studying.”



Ameen was carefully designed for ease of use so that learning and making *du’a* could be a seamless part of daily life.

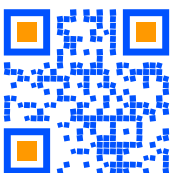


Like all Yaqeen resources, Ameen is free and available on every mobile platform.

The app customizes itself for individual user needs, but also includes features reminding users to **make du’a for others**, encouraging empathy and collective remembrance. Early usage data shows a growing network of users making thousands of prayers each week for family, friends, and even strangers.

For now, Sana says, “An app can never replace Baba’s reminders, but it helps me just like he would during the times that we’re apart.” ♦

Download the app:



HOW TO HANDLE A CRUSH

Yaqeen Curriculum Covers Sensitive Subjects



Yaqeen Curriculum™

37,075
Estimated number of students learning from Yaqeen Curriculum

DOWNLOADS
Schools (full-time and weekend): **667**
Youth groups, college MSAs, and halaqaqs: **597**
Home schools: **404**

In classrooms across the country, Yaqeen’s curriculum units help young Muslims navigate modern questions with timeless guidance.

The bell rings at Ms. Amina’s Islamic middle school. Backpacks zip shut, sneakers shuffle, and a new kind of lesson begins.

Today’s topic is ethics. The seventh graders settle in as their teacher cues up a Yaqeen lesson titled “Love at First Sight.” Some students giggle, wondering if this is really something they’re going to study.

It is. This is one of Yaqeen’s newest curriculum units, part of a growing library of classroom-ready lessons designed to equip Muslim youth to think critically and successfully navigate complex moral questions.



Ms. Amina presents “Love at First Sight” in her classroom.

EDUCATION FOR AN UNCERTAIN ERA

For young students, online influences and social pressures often outweigh parental guidance. Yaqeen’s curricula helps students think critically and base their knowledge in Islamic principles.

Love at First Sight tackles one of the most pressing and confusing topics in youth culture: gender and sexual ethics. The lessons guide students to explore attraction, self-respect, and responsibility through an Islamic lens.

IN THE CLASSROOM

Lessons include presentations, guided discussions, and reflection prompts that invite honest conversation. Teachers report that students are suddenly engaged, having never studied anything like the topic of desire in a classroom before. Some students say that they haven’t had the opportunity to discuss sexual ethics and infatuation with any adults in their lives, only with their friends.

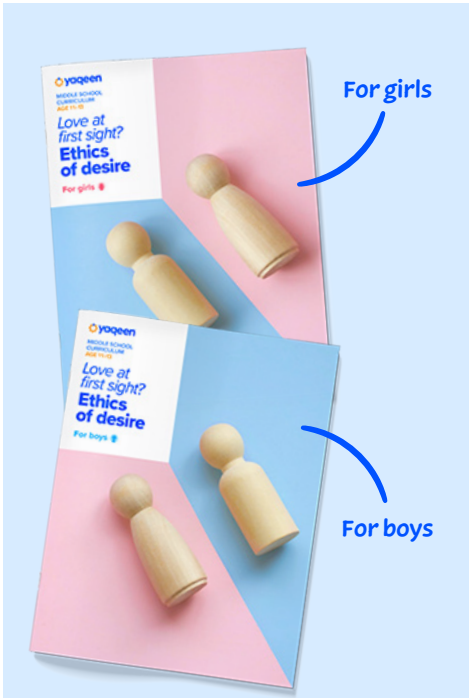
“These topics can be awkward, but Yaqeen’s materials make them approachable for students,” said Ms. Amina. “The lesson plans give us the language to talk about love, desire, infatuation, and making good choices—and my students are actually paying attention! They’re so relieved to be able to talk about this.”

RIGOR MEETS REAL LIFE

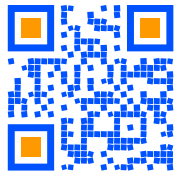
Developed by Yaqeen’s team of scholars and professional educators, Yaqeen Curriculum is now utilized in over 1,600 schools and youth groups worldwide. It’s freely available online and designed for formal classrooms as well as weekend programs.

Each unit covers a topic that is both practical and crucial, from understanding why we worship God to why taking care of the environment is important. Every unit includes downloadable lesson plans, teacher guides, and discussion activities, all attuned to modern struggles Muslim students face today.

Yaqeen’s pedagogical approach is simple: meet young Muslims where they are, and help them see through all the cultural noise to the moral clarity of their faith. ♦



Download the unit:



5 | MEDIA & ARTS

“IT WAS EMBEDDED IN THEIR HEARTS.”

Video Series Reconnects Muslims to Palestine

With Yaqeen’s Al-Aqsa series, Muslims worldwide engaged with the sacred history of Palestine amid the ongoing crisis in Gaza.



Al-Aqsa Mosque in Jerusalem, a center of Islamic devotion.

Late in 2024, Yaqeen Institute released its Al-Aqsa video series, drawing Muslims into the spiritual history of Palestine. The timing allowed viewers to connect with Palestine, even as their hearts broke for Gaza.

“I want to take you to the year 614,” said **Dr. Omar Suleiman** to open the series. “Imagine that you are one of the first Muslims waking up to a reality of persecution in Mecca.” He explained that Jerusalem was the first *qiblah* of the early believers, asking viewers to understand the devotion they carried in their hearts toward a sanctuary they had never seen. “It’s a powerful visual,” he said, and a visual many viewers could relate to, having never visited Al-Quds in person themselves.



Dr. Omar Suleiman donned his keffiyeh as he educated viewers about the importance of Al-Aqsa in Islamic history.

“

FOR ALL OF THOSE NAMES THAT I MENTIONED FROM THE EARLY MUSLIMS IN MECCA, NONE OF THEM HAD THE BLESSING OF EVER SEEING AL-AQSA BEFORE...[YET] IT WAS DEEPLY EMBEDDED IN THEIR HEARTS.

— Dr. Omar Suleiman, Ep. 1

The series traced the prophets who lived and prayed in the Holy Land, connecting viewers to Jerusalem across generations. In one segment, he recounted the miracle of Maryam عليها السلام introducing Prophet Isa عليه السلام in the very heart of the sacred city:

“She sits in the courtyard of Al-Aqsa, holding her child...and in that place, when they say, ‘How could you do this?’ she points to the baby. And the baby leaves the breast of his mother and starts to speak: ‘Indeed, I am the

servant of Allah. He has given me the Scripture and made me a prophet.’”

The lectures were anchored in Qur’anic references and historical context, offering viewers a framework for engagement with Palestine beyond images of destruction.

The series included a prayer reflecting the ongoing struggles in Gaza:

“We ask Allah to bless all of the people of Ash-Sham...to shower His mercy upon them...and to guide toward victory all of those who wish them well.”

Through this series, Yaqeen reconnected Muslims worldwide to Palestine’s spiritual and historical significance, offering a sense of hope amid widespread suffering. ♦

At a Glance



Series Title

**Al-Aqsa:
Past, Present,
and Promise**



Episodes Released
10 Episodes



Total Views (2024–2025)
2+ million

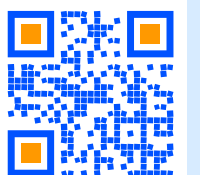


Global Reach
123 countries

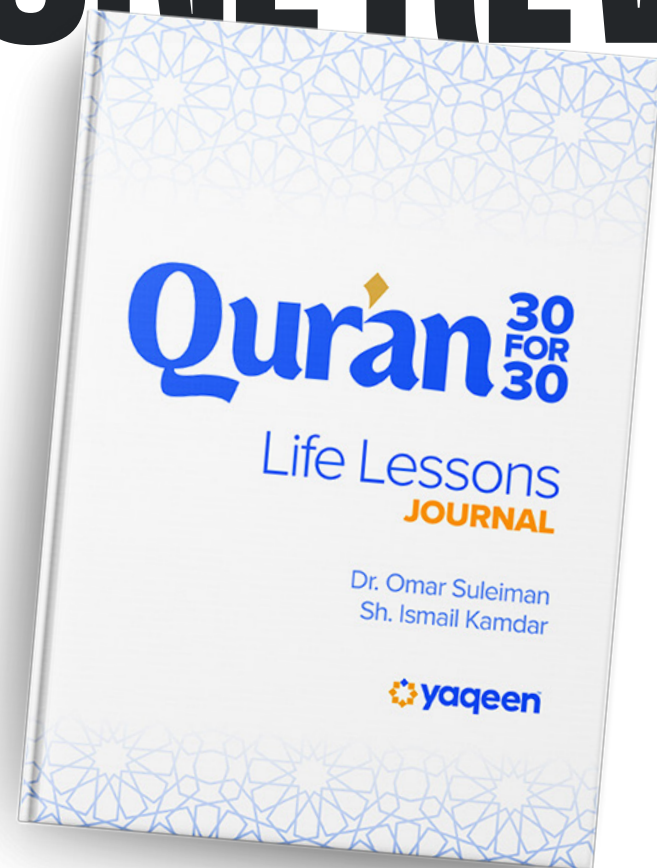


Languages
English, Indonesian, French, Arabic, German, Spanish, Bangla, Turkish, Persian, Thai, Hindi, Dutch, Russian, Tigrinya, Chinese, Bosnian, Portuguese, Greek, Albanian, Croatian, Italian, Norwegian, Urdu, Malayalam, Malay, Bulgarian, Danish, Hebrew, Japanese, Polish, Serbian, Oromo

Watch the series:



THIRTY NIGHTS, ONE REVELATION



Viewers could follow along with the series using the accompanying ebook as a guide.

Qur'an 30for30 Brings Sacred Lessons to Life

If Yaqeen's Barzakh series offered spiritual inspiration for Ramadan viewers, Qur'an 30for30 provided spiritual grounding. For many, Qur'an 30for30 has become another integral part of their holy month. In its sixth year, the Yaqeen Institute series guided viewers through the Qur'an one *juz* at a time, offering lessons and insights from dozens of familiar faces of knowledge.

Co-hosted by Dr. Omar Suleiman and Sh. Abdullah Oduro, the series brings together scholars and teachers from across the Muslim world. This year's guests included Sh. Joe Bradford, Sh. Belal Assaad, Mufti Menk, Dr. Tesneem Alkiek, and Ustadha Sarah Sultan, among many other luminaries. Their conversations covered everything from social justice to divorce, helping viewers rediscover what the Qur'an means in the context of modern life.

For some, Quran 30for30 is a first introduction to the Qur'an's deeper meanings. For others, it is a return to *taqwa* after years of spiritual distance. Viewers describe it as a series that brings the holy book back to the forefront of their minds.



From listening while commuting to formal study sessions, viewers engaged with the series in a variety of ways.

“

ALLAH REWARD YAQEEEN INSTITUTE FOR THIS TRANSFORMATIVE SERIES...WITH OUR BUSY LIVES, THE ONLY TIME TO HEAR A SERIES LIKE THIS WOULD BE DURING SUHUR AND WITH EACH SCHOLAR JUST FOCUSSED ON 1 AYAH AND 1 IDEA MADE IT MUCH EASIER TO CONSUME, REMEMBER, AND IMPLEMENT. THERE WERE MANY EPISODES WHERE I WAS INSPIRED TO LOOK UP A VERSE EXPLAINED BY A GUEST, MEMORIZE IT, STUDY AND IMPLEMENT IT. YAQEEEN HAS THE REWARD OF ALL THIS TRANSFORMATION I EXPERIENCED THIS RAMADAN.

— Qur'an 30for30 viewer

The series offered ways to engage beyond just passive watching. In 2025, the annual 30for30 ebook launched alongside the series for the first time, giving audiences immediate access to each day's commentary and lessons. Practical takeaway guides provided clear ways to reflect on and implement what viewers learned. Families and friends used them to discuss themes of mercy, resilience, and repentance at the dinner table or before Fajr prayers.

Through Qur'an 30for30, Yaqeen continues its work as a wayfinder for believers navigating a demanding world. The series has helped millions reconnect with revelation in a way that feels personal, practical, and deeply rooted in tradition. ♦

At a Glance



Series Title

***Qur'an 30for30:
30 Juz, 100 Lessons***



Total Views (2025)

3,539,382



Total Watch Time

1,002,451 minutes



Global Reach

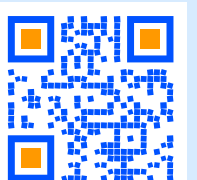
137 countries



Subscribers Gained

12,086

Watch
the
series:



5 | MEDIA & ARTS

Crossword Puzzle

- DOWN:**
- 1 Yaqeen’s own AI
 - 2 What makes Yaqeen run
 - 3 What viewers find in Yaqeen’s Ramadan series
 - 4 The title of the Barzakh series
 - 7 What teachers use to structure their classes
 - 9 Where Yaqeen is headquartered
 - 12 Another word for blessing
 - 13 The meaning of *yaqeen*
 - 15 One of the colors in Yaqeen’s logo

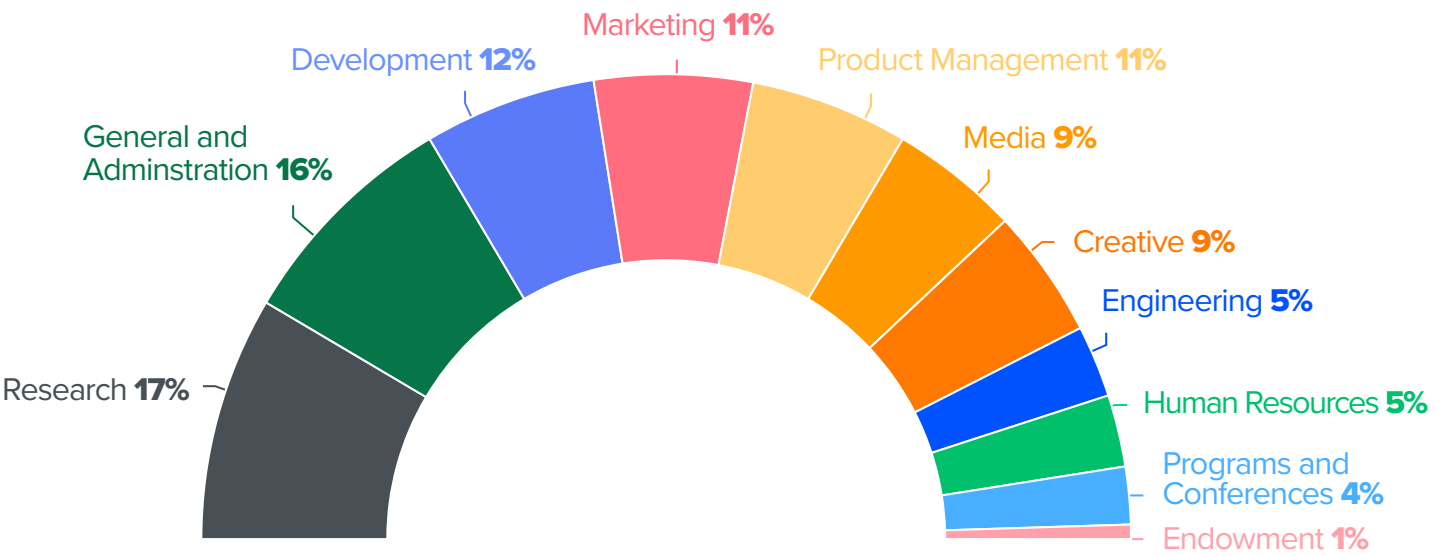
- ACROSS**
- 5 The meaning of life
 - 6 The app that boosts *du’a*
 - 8 1/30 of the Qur’an
 - 10 The site of a Yaqeen conference
 - 11 The intermediary world
 - 14 The month of *sawm*
 - 16 A place where our loyalties lie
 - 17 The last name of a beloved shaykh



ANSWER:
1. Ask AQA 2. Donations 3. Inspiration 4. The Other Side 5. Faith
6. Ameen 7. Curriculum 8. Juz 9. Dallas 10. Toronto 11. Barzakh
12. Barakah 13. Certainty 14. Ramadan 15. Orange 16. Palestine 17. Odoro

6 | FINANCES

From small gifts to major support, donors powered the stories, lessons, and initiatives that reached Muslims across the globe this year.



Department	Amount
Research	\$1,375,146
General and Administration	\$1,329,322
Development	\$975,140
Marketing	\$895,904
Product Management	\$854,827
Media	\$729,232
Creative	\$728,428
Engineering	\$410,573
Human Resources	\$389,080
Programs and Conferences	\$284,549
Endowment	\$88,606
Total	\$8,060,805

7 | LETTERS TO THE EDITOR

DR. ALTAF HUSAIN,
VICE PRESIDENT

How Supporting Yaqeen Supports the *Ummah*

I have spent more than thirty years fundraising for Islamic causes of all sorts. In all that time, I’ve never felt the kind of connection I have with Yaqeen’s supporters. Usually, I don’t get to meet the donors who sustain our work, but I know them through the notes they send, through their *du’as*, and through their trust in us to make a real difference in the lives of Muslims around the world. Their generosity allows us to create content that strengthens faith, comforts the grieving, and brings clarity amidst confusion.

I have met Muslims in small towns around the country who describe our content as a lifeline. One woman

told me that she often receives Yaqeen videos from her family and friends who live under restricted conditions in Kashmir. Other donors have told me that they had their entire understanding of the *akhirah* transformed for the better. When I visited an Islamic school recently, the students shifted from formal to excited as soon as they found out I worked with Yaqeen, telling me all about which video series they loved most. This is the impact of donors who believe in this mission and in the value of increasing Islamic knowledge.

Supporting Yaqeen is not your typical financial transaction. Every gift allows us to reach believers in cities and towns where, at times, no other resources exist. Every donation makes it possible for a student struggling with doubt, a parent raising children in challenging circumstances, or a family grieving the loss of a loved one to find guidance and hope.

If you have ever benefited from Yaqeen or seen someone transformed by our programs, remember that the same power to uplift others is in your hands. Your support sustains a platform that educates and inspires through Islam. Together, we can uplift the *ummah* one believer, one story, and one heart at a time. ♦

YAQEEEN PODCAST LISTENER

Iman Cave a Source of Strength

I want to sincerely thank you for the Iman Cave podcast. It’s been a source of strength and comfort for me, especially when I’m struggling with discipline and consistency. Listening to Sheikh Abdullah Oduro and his men speak about discipline and spiritual focus always helps to realign my heart.

Please know that your work is making a real difference, and I pray Allah continues to bless and expand your impact. ♦

YAQEEEN YOUTUBE VIEWER

Conquering Fear

I suffer from anxiety, and post election, it has gotten worse. The fear I have is immense, being the only hijabi in my area. Alhamdulillah thank you so much for speaking on [conquering fear]. May Allah SWT ease everyone’s anxiety and fear. ♦



“
Every donation makes it possible for a student struggling with doubt, a parent raising children in challenging circumstances, or a family grieving the loss of a loved one to find guidance and hope.

NOHA,
YAQEEEN CURRICULUM
TEACHER

Engaging and Beneficial Curriculum Units

Firstly, I would like to express my gratitude for creating these [curriculum units] and expressing how relieved I am to find them... I have used the LGBTQ+ and Evil & Suffering units. I thoroughly enjoyed teaching these units and I find the students find them engaging and beneficial. I would really appreciate it if you would create a unit for senior students regarding pornography, drugs, as well as marriage. ♦

OKTRI,
YAQEEEN RAMADAN
SERIES WATCHER

He is The One Whose Opinion Matters

A particular thought has sat with me for a while, especially after I finished watching the Ramadan series by Yaqeen Institute this year about Barzakh: After all, who do I want to please in this world, if not Him alone? For He is The One whose opinion is the only one that matters. The One from whom I yearn to earn the best of judgements...

I hope that as long as our intention is sincere in everything we do that will bring us closer and closer to Him, may Allah always grant us His *ridha* in everything we do. Aamin. ♦

ANONYMOUS

Productions Have Only Gotten Better Each Year

As-salaamu alaikum wa rahmatuallahi wa barakaatu!

I finished watching the “Other Side” series a week ago, and came upon the “6,000 Bodies Washed and Buried”, with Sh. Hraichie, after that. Both pieces really made me more aware of what I do and how I conduct myself as each day takes me closer to death. Subhanallah. The interview with Sh. Hraichie really brought it home, up close and personal.

I worked in the film industry for almost a decade, and I can honestly say as I watch the videos that I think Allah has blessed your efforts because the content, thoroughness, creativity, and production value of Yaqeen’s film productions have only gotten better with each year. I look forward to your first feature-length film.

May Allah ‘Azza wa jal continue to guide your efforts, bless them, provide the *rizq* for them, and grant you ALL the rewards for them in this dunya and the *akhirah*. Ameen. ♦

“
I can honestly say as I watch the videos that I think Allah has blessed your efforts...

EMAIL FROM A YAQEEEN
AUDIENCE MEMBER

Thank You for the Ramadan Series

I’ve been watching your videos a lot and it all started with Jannah: Home at Last.

Dr. Omar Suleiman is one of my role models and I wish to meet him one day, to thank him for making all those Ramadan series videos and all his other videos actually. They changed my life. I realized what it meant to be a true, good Muslim because of him.

I would do anything I can to help Yaqeen Institute the same way you guys helped me and Bi iznillah, even more. Thank you very much Yaqeen Institute, for being a light of guidance to the *ummah* and to the entire world!!

May Allah continue to give you all the strength and the means to make Yaqeen keep growing. ♦

YAQEEEN YOUTUBE VIEWER

Commendable Job in Educating Muslims and Non-Muslims

May Allah swt give you all *ajar* for your efforts...you’re doing a commendable job in educating both Muslims and non Muslims alike. It’s an absolute pleasure to listen to all the different scholars on Yaqeen and the respectful way they all behave towards each other. Masha Allah. ♦

8 | COMMUNITY

From research to design to production, Yaqeen’s team of believers is working to make conviction go global.

Board of Directors			Executive Leadership								
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