

ISLAMOPHOBIA AWARENESS MONTH

A GUIDE TO THE CAMPAIGN: 2024



SCAN ME



ABOUT US

Islamophobia Awareness Month (IAM) is a month-long campaign founded by a group of Muslim organisations and is held every November. IAM's mission is to showcase the positive contributions of Muslims in the UK and raise awareness of Islamophobia in society.

WHAT IS ISLAMOPHOBIA?

Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness.^[1]



[1] All Party Parliamentary Group on British Muslims, Islamophobia Defined: Report on the inquiry into a working definition of Islamophobia / anti-Muslim hatred, 2017, 11



OUR VISION

Our vision is to see a society free from Islamophobia in all of its forms.

"Take part in the conversation, be part of the solution."

WHO IS IAM FOR?

IAM is for everyone, we all have a duty to participate and ensure we help to free society from all forms of Islamophobia.

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OUR AIMS

- To build strong relationships and educate a wide audience through training and resources.
- To empower our wide audiences to apply their learning and contribute to positive change.
- To provide a counter-narrative that challenges stereotypes of Muslims.
- To encourage open discussion on topics related to IAMs mission.
- To amplify Muslim voices within equality, diversity and inclusion (EDI) practices.



OUR VALUES

Empathy:

We actively listen and deeply understand, fostering connections that empower Muslim voices and perspectives.

Empowerment:

We nurture an environment that encourages people to learn, take initiative, and make choices that bring about positive change.

Integrity:

We strive to ensure our actions align with our aims and values, building trust and respect in every relationship.

Ingenuity:

We promote creativity when solving problems and uphold an adaptable mindset.

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SEEDS OF CHANGE

The goal of this year's campaign is to emphasise the importance of how small actions contribute to big change.

We believe there are small steps everyone can take to raise awareness.

Whether it's starting a conversation, participating in training or making a donation, we can all plant seeds that help tackle Islamophobia.



*Just as raindrops moist the parched earth
And vegetation grows without dearth -
All we need is a compassionate heart,
A precondition for some things to start.
It is only then we can gently sow,
The seeds of change and let it grow.*

Bipasha Dutt



Abu Dharr (May Allah be pleased with him) reported: The Prophet ﷺ said,
"Do not belittle any good deed, even meeting your brother (Muslim) with a cheerful face".

(Muslim) Riyad as-Salihin 121

WHY IS ISLAMOPHOBIA AWARENESS IMPORTANT?

In the year ending March 2023, **over 4 in 10 (44%)** of religious hate crime offences were targeted against Muslims, more than any other religious group.

Reference: Hate Crime, England and Wales, 2022 to 2023 second Edition: <https://www.gov.uk/government/statistics/hate-crime-england-and-wales-2022-to-2023/hate-crime-england-and-wales-2022-to-2023>

Islamophobia Response Unit (IRU) data shows a **365% increase in Islamophobic Incidents** since October 2023

Reference: Majid Iqbal, Chief Executive Officer- Islamophobia Response Unit

A review of **over 500,000 worldwide news articles** mentioning 'Muslims' or 'Islam' over 30 years (1996 to 2016) found that over three-quarters were 'negative' with similar figures between countries; (**USA 80%, UK 79%, Canada 79% and Australia 77%**).

Reference: Bleich, E. and Maurits Van Der Veen, A. (2022), 'Covering Muslims, American Newspapers in Comparative Perspective,' Oxford University Press.

People submitting CVs with 'Muslim-Sounding' names are **3 times less likely to get a job interview.**

Reference: Adesina, Z and Marocico, O. (2107) "Is It Easier to Get a Job If You're Adam or Mohamed?" BBC News, February 06, 2017. Accessed 25/07/23

7 out of 10 Muslims in the UK have experienced Islamophobia in the workplace with **58% of Black Muslims** having experienced discrimination at the recruitment stage.

Reference: Savanta ComRes, The Staff, 2022. "7 Out of 10 Working UK Muslims Experience Islamophobia: Poll".

Over 70% of Young Muslims say they experienced mental health struggles and also say that they have been victims of Islamophobia.

Reference: BCBN, 2021: 'Hidden Survivors, Uncovering the Mental Health Struggles of Young British Muslims', http://bcbn.org.uk/Hidden_Survivors_Full_Report.pdf

WANT TO HELP UNDO STATISTICS LIKE THESE? PLANT A SEED OF CHANGE AND JOIN THE IAM COMMUNITY TODAY.

HOW DO I GET INVOLVED?



Reach Out

Speak to a member of the IAM Team and find out how you can get involved in Islamophobia Awareness Month.



Become a Supporter

Become a supporter of Islamophobia Awareness Month through our website. We'll keep you up to date with the latest news and resources.



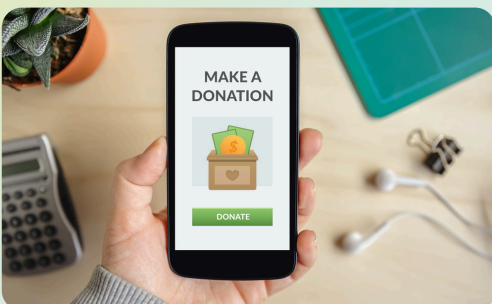
Request a Workshop

Raise awareness of Islamophobia and host a workshop delivered by the IAM Team online or face-to-face. Visit our website to find out what we offer.



Hire the Exhibition

Visit our website to hire the Islamophobia Awareness Exhibition or become a supporter to access our free virtual exhibition.



Donate

Donate to IAM to continue raising awareness of Islamophobia and showcasing the positive contributions of Muslims.

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SEEDS OF CHANGE



Plant a seed and be a part of the change.

www.islamophobia-awareness.org

     @IslamophobiaAM