ISLAMOPHOBIA AWARENESS MONTH
#MuslimStories

CORPORATE PACK 2023

www.islamophobia-awareness.org

/IslamophobiaAM
What is IAM?

Islamophobia Awareness Month (IAM) is a campaign founded in 2012 by a group of Muslim organisations to raise awareness of Islamophobia. It aims to raise awareness of the scourge of Islamophobia in society, as well as showcasing the positive contributions of Muslims in the UK.

The month-long campaign takes place every November. Resources are available on the website to help you to get involved and be a part of the growth of the campaign.

To view all IAM Supporting organisations, visit our website:
www.islamophobia-awareness.org/supporters-of-iam

Our vision is to see the Islamophobia Awareness Month campaign widely recognised and supported every year. We want to see a society that is understanding and inclusive, and free from Islamophobia in all of its forms.”
The theme for 2023 is #MuslimStories.

The goal of this year’s campaign is to facilitate connections among individuals from diverse backgrounds, including both Muslims and non-Muslims, using the transformative power of storytelling.

Everyone has a story to tell and we want to encourage everyone from all walks of life to take part. Your story could be your own experience, or that of someone you admire.

Whether you are Muslim or not, we want to hear your stories of examples of inspiring Muslim role models or making a positive change to tackle Islamophobia in your workplace.
"Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness."

- APPG on British Muslims
Why Support IAM?

- Showcase Muslim heroes in your organisation
- Raise awareness of Islamophobia might look like at work
- Understand diversity and promote inclusivity in your organisation
- Challenge stereotypes about Muslims
Islamophobia at Work

People submitting CVs with ‘Muslim-sounding’ names are 3 times less likely to get a job interview.¹

Only 6% of Muslims are in higher managerial or administrative positions, compared to 10% of the overall UK population.³

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.⁴

UK Muslims are more likely to be unemployed than their white British counterparts.²

References:
Muslim Heroes

Sir Mo Farah
Trafficked as a child into the UK and abused at the hands of strangers, Sir Mo Farah, CBE, became widely known as Britain’s greatest ever athlete having earned ten global titles. As a Muslim, Sir Mo Farah has frequently spoken of the importance of Islam to his identity and success.

“You’ve got to believe in God. Everything happens for a reason. I think the way I am, the way I’m chilled out, has a lot to do with being Muslim and having faith. I normally pray before a race, I read a du’a (Islamic prayer), think about how hard I’ve worked, and just go for it.”

Nadiya Hussain
Nadiya Hussain MBE is a British chef, and TV presenter, most well known for winning The Great British Bake Off in 2015. In 2017, she was named by Debrett’s as one of the 500 most influential people in the UK and was on BBC News’ 100 Women list. Ted Cantle, the author of a government report on community cohesion, said Nadiya had done “more for British-Muslim relations than 10 years of government policy”.

Moeen Munir Ali OBE
Moeen Munir Ali, an English cricketer, represents England in all formats of the game. He captained the T20 side in 2020, becoming the first cricketer of Asian descent to do so.

He played for Warwickshire before moving to Worcestershire in 2006. He has received awards, including the NBC Denis Compton Award and being named one of the Cricketers of the Year in the 2015 Wisden Cricketers’ Almanack. Moeen was part of the winning 2019 Cricket World Cup team and received the OBE in 2022 for services to cricket.
Here are **5 ways** to get involved

**Step 1**

**Become a Supporter**

Visit [www.islamophobia-awareness.org/supporter](http://www.islamophobia-awareness.org/supporter) and complete the form to become a supporter of the campaign.

**Step 2**

**Social Media**

Find the campaign on Twitter, Instagram, Facebook and LinkedIn [@islamophobiaam](https://www.instagram.com/islamophobiaam). Share content and use the hashtags #IAM2023.

**Step 3**

**Exhibition**

Visit the website to view the virtual Islamophobia Awareness Exhibition or make a request to hire it in your venue.

**Step 4**

**Human Library**

Take part in this year’s flagship event. The Human Library is designed to share human stories and the lived experiences of Muslims in your spaces. To find out how to create your own, [click here](http://www.islamophobia-awareness.org).

**Step 5**

**IAM Workshop**

Deliver the IAM workshop to your audience and explore what Islamophobia means to them. Explain what IAM is and share how to get involved. To find out more [click here](http://www.islamophobia-awareness.org).

[@islamophobiaam](https://www.instagram.com/islamophobiaam)
Take part in the conversation, be part of the solution

IAM 2022 Launch at Edgbaston Cricket Ground

www.islamophobia-awareness.com

#MuslimStories

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