

ISLAMOPHOBIA AWARENESS MONTH

#MuslimStories

CORPORATE PACK 2023

www.islamophobia-awareness.org

     / **IslamophobiaAM**

“

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.”

IAM Supporters



To view all IAM Supporting organisations, visit our website:

www.islamophobia-awareness.org/supporters-of-iam



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.

WWW.ISLAMOPHOBIA-AWARENESS.ORG



The theme for 2023 is **#MuslimStories**.

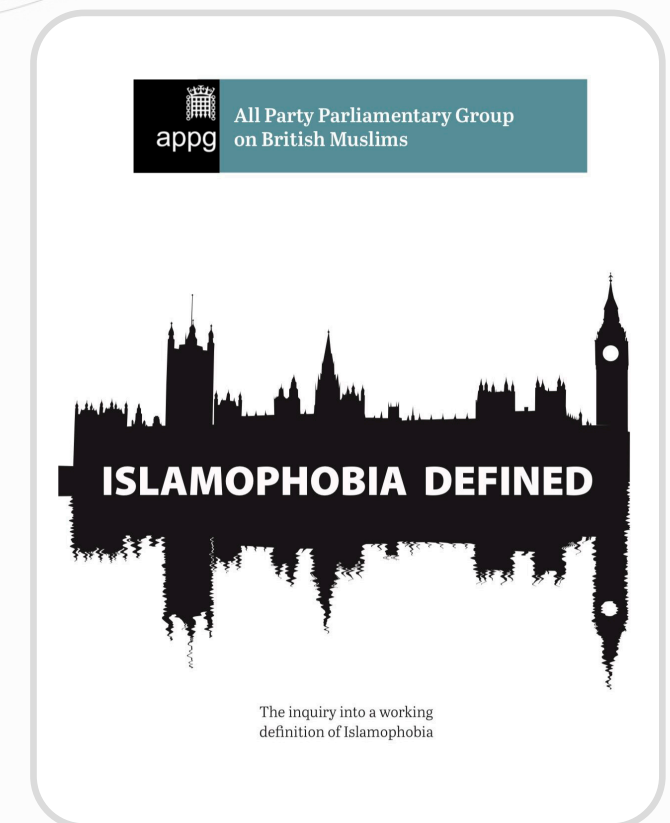
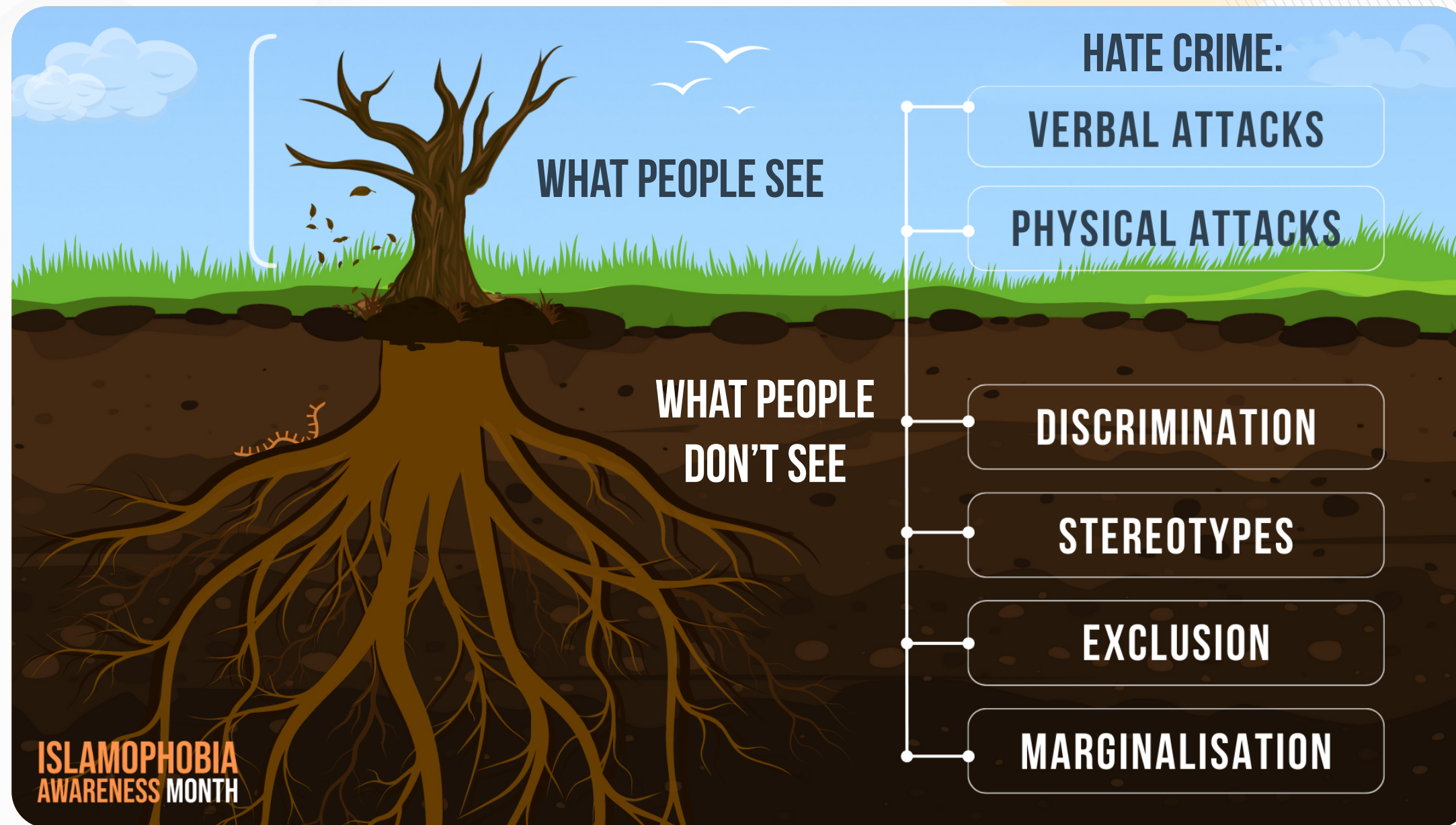
The goal of this year's campaign is to facilitate connections among individuals from diverse backgrounds, including both Muslims and non-Muslims, using the transformative power of storytelling.

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.

IAM Exhibition at
The V&A Museum,
London

Understanding Islamophobia



"Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness."
- APPG on British Muslims

Showcase **Muslim heroes** in your organisation

Raise awareness of **Islamophobia** might look like at **work**

Why Support IAM?

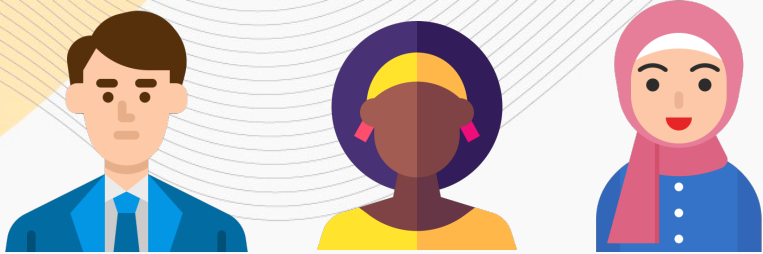


Understand **diversity** and promote **inclusivity** in your **organisation**



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



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



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

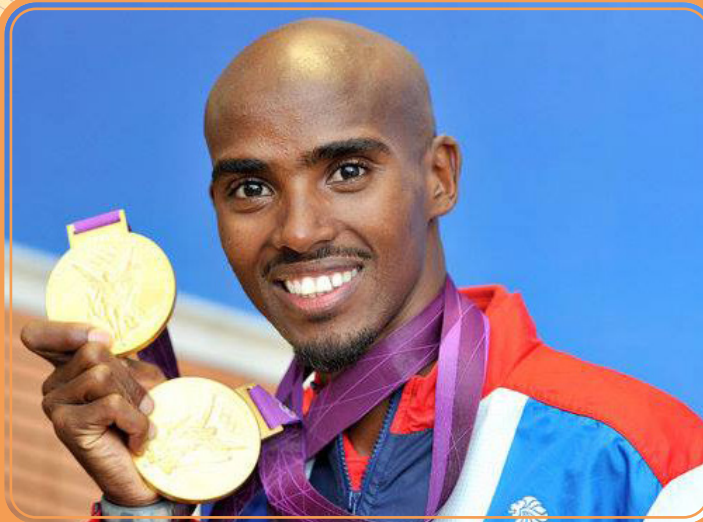
References:

1, 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

2, & 3. Sweida-Metwally, Samir. Does the Muslim penalty in the British labour market dissipate after accounting for so-called "sociocultural attitudes"? Ethnic and Racial Studies, 2022, Vol 45, 16.

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

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 Cattle, 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.



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Here are 5 ways to get involved



Step 1

Become a Supporter

Visit 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. Share content and use the hashtags #IAM2023



Step 3

Exhibition

Visit the [website](http://www.islamophobia-awareness.org) 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).

#MUSLIM STORIES

#IAM2023

WWW.ISLAMOPHOBIA-AWARENESS.ORG



Find Out More

WWW.ISLAMOPHOBIA-AWARENESS.ORG



SCAN QR CODE
TO VISIT WEBSITE

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HIRE EXHIBITION

SUPPORTER

Become a Supporter
Complete the form below to become a supporter of the IAM campaign. By becoming a supporter you are contributing to the campaign's growth and success.

Full Name

Email

Phone

Do you consent to being contacted by the IAM Team?
☐ Yes
☐ No

For organisations, please upload a high quality image of your logo in .png or .jpg format (optional)
 No file chosen
You can add a file up to 20 MB.

Do you consent to the use of your logo as a supporter of IAM?
☐ Yes
☐ No

Any additional information or comments (optional)





RESOURCES

ISLAMOPHOBIA AWARENESS MONTH
#MuslimStories!

Home Get Involved Resources IAM Events Exhibition [BECOME A SUPPORTER](#)

Download IAM2023 Resources
Download these free resources to help with your IAM2023 campaign.

 **DOWNLOAD 5 MINUTE PRESENTATION**

 **ISLAMOPHOBIA AWARENESS MONTH EXHIBITION**

Community Pack
Download the IAM Community Pack for your local community or organisation.

Corporate Pack
Download the IAM Corporate Pack for your workplace or organisation. Share the pack with your HR department.

Solidarity Graphic
Show your support online and on social media with this graphic. Remember to use the hashtag #IAM2023.

Social Media Pack
Find out how you can make a difference online with our IAM Social Media pack. View tips on how to get involved.

IAM Exhibition
Ideal for your local mosque to raise the topic of Islam2023 during the Friday sermon.

5 Minute Talk
Spend 5 minutes delivering this engaging speech at your local IAM event.



EVENTS

ISLAMOPHOBIA AWARENESS MONTH

#MuslimStories!

*Take part in the
conversation, be part
of the solution*

IAM 2022 Launch at
Edgbaston Cricket Ground

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