



**ISLAMOPHOBIA  
AWARENESS MONTH**

**#MuslimStories**

**SPORTS  
PACK 2023**

[www.islamophobia-awareness.org](http://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](http://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 recognise and showcase Muslim Heroes in Sports.

- 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**

CLICK!

ISLAMOPHOBIA  
AWARENESS MONTH  
#MuslimStories!

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

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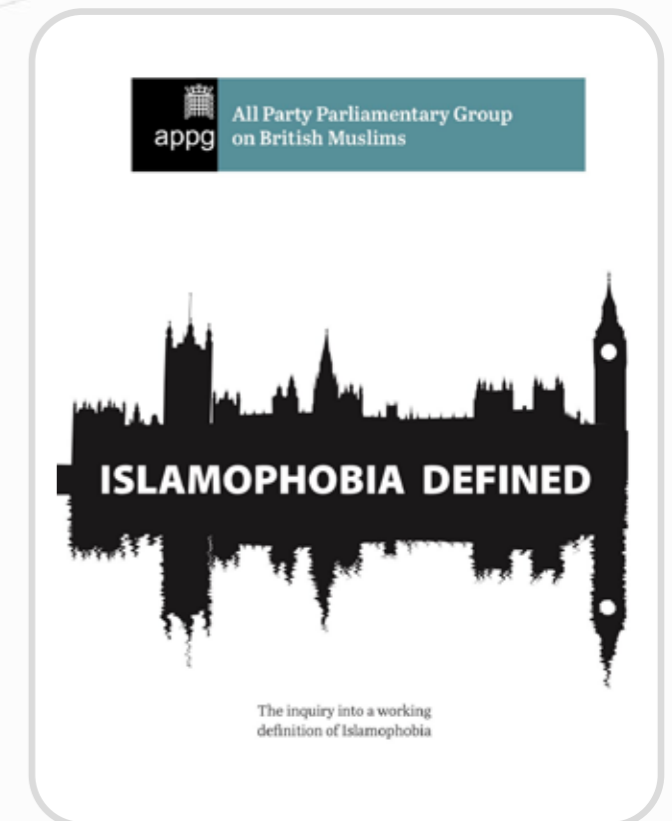
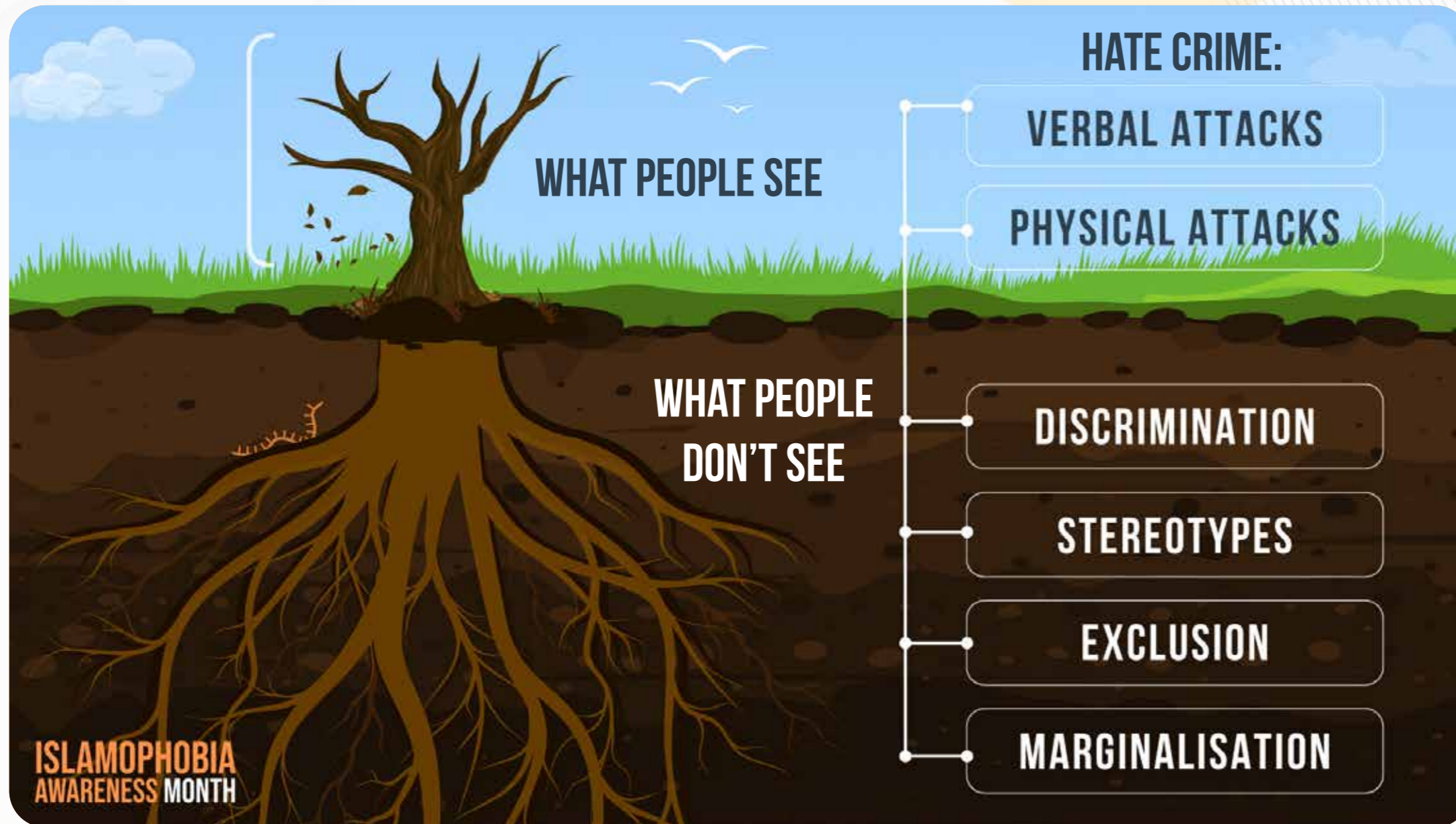
The goal of this year's campaign is to facilitate connections among individuals from diverse backgrounds, including both Muslims and non-Muslims, using the transformative power of storytelling.

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**

# Why Support IAM?

Use the cohesive power of Sport to **promote a message of unity**

Raise awareness of Islamophobia in sports

Recognise and showcase **Muslim heroes** in sports

Instil confidence that the sports sector is taking all matters of **discrimination seriously**

Create **safe spaces** for people in the sports sector to share and address **difficult or sensitive topics**

Develop stronger workforces based on **mutual respect** and **understanding**

Highlight **Muslim stories and heroes** in the sporting world



## Why does it Matter?

Sport has the capacity and potential to create a strong sense of community identity and belonging for people all over the world. However, even at grassroots level, Islamophobia exists and needs to be addressed. As well as highlighting Islamophobia in sport it is also important to recognise the positive contributions that Muslims have made to the sporting world.

According to Kick it Out statistics, in the 2021/22 Football season there has been a 41% increase in discrimination reports from the grassroots game. Reports of racism are again the most common, accounting for 54% of reports.

However reports of Islamophobia are low, and given the prevalence of racism, this suggests that more needs to be done to encourage people to report the problem.

SOURCE: [WWW.THEGUARDIAN.COM/SPORT/LIVE/2021/NOV/16/AZEEM-RAFIQ-CRICKET-YORKSHIRE-RACISM-DCMS-HEARING-LIVE](http://WWW.THEGUARDIAN.COM/SPORT/LIVE/2021/NOV/16/AZEEM-RAFIQ-CRICKET-YORKSHIRE-RACISM-DCMS-HEARING-LIVE)



Zainab Alema, Rugby Player - Richmond Rugby Club

# 5 Ways to Get Your Organisation 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. Share content and use the hashtags #IAM2023 and #MuslimStories.

## 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

Run a Human Library event at your school and encourage pupils to interact with each other and find out more about people's religions, beliefs and cultures. To find out how to create your own [click here](#).

## 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](#).

**#MUSLIM STORIES**  
**#IAM2023**

[WWW.ISLAMOPHOBIA-AWARENESS.ORG](http://WWW.ISLAMOPHOBIA-AWARENESS.ORG)

# Who is your Muslim hero in sport?



## Yasmin Abdullahi

Founder of Sisterhood FC, a Muslim women's football team set up in London in 2018 to empower young Muslim women to get better representation in the football industry. Yasmin wants to help and support the possibility of the first hijabi to play for the Lionesses.

*"It would be a dream come true to see a muslim girl who wears a Hijab play for England."*



## 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.

**#MUSLIM  
STORIES**  
**#IAM2023**

*"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."*



## Mohamed Salah

A study produced by Stanford University found that since Mohammad Salah's signing to Liverpool FC there has been an **18.9%** drop in the number of hate crimes in the Merseyside area, and the number of anti-Muslim tweets posted by the club's supporters has "halved". Source: Sky Sports



# Find Out More

[WWW.ISLAMOPHOBIA-AWARENESS.ORG](http://WWW.ISLAMOPHOBIA-AWARENESS.ORG)



HIRE EXHIBITION



SCAN QR CODE  
TO VISIT WEBSITE

## SUPPORTER



## RESOURCES



EVENTS

     /IslamophobiaAM

# 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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