



ISLAMOPHOBIA
AWARENESS MONTH **2020**
INFORMATION PACK



NO MORE
MOSQUES

WHAT IS IAM ?

Islamophobia Awareness Month (IAM) was co-founded by MEND (Muslim Engagement and Development) with other British organisations in 2012 to deconstruct and challenge the stereotypes about Islam and Muslims. The campaign, held every November, aims to work with Police and Crime Commissioners (PCC), local councils, journalists, local media outlets, councillors, local MPs, mosques, universities, schools, community organisations and others to raise awareness of the threat of Islamophobia and encourage better reporting of incidents to the police.



WHY SUPPORT **IAM** ?

IAM raises awareness within society of how Muslims are discriminated against in various spheres, along with providing information on the positive contributions of British Muslims to the UK. It helps break down barriers and challenge incorrect stereotypes people may hold about Muslims, as well as providing an avenue for people of other backgrounds to engage with Muslims. IAM also highlights why it is crucial for Muslims to report Islamophobic hate crimes to authorities, for accurate data to be collected and for policy changes to be enacted accordingly.

1 HOSTING A WEBINAR OR AN ONLINE EVENT



Hosting a webinar or an online event is a great way to facilitate conversations and discussions on important topics related to Islamophobia. Be it a one off event or part of a series, you can choose a topic that will be of interest to your audience and invite guest speakers to bring their expertise to the discussion. For more guidance on how to organise an online event get in touch and we can help provide speakers and best practice guidance.

2 SHOW YOUR SUPPORT ON SOCIAL MEDIA



This IAM we have launched a 'call to action' across all social media platforms, recognising that social media has taken centre stage in making voices heard. You can show your support on social media this IAM by posting about the initiative; be it simply your general support for it (eg 'Proud to support IAM) or even an update on activities you are engaged in. Anything from changing your profile picture to that of the IAM 2020 logo or posting a short-recorded message from members of staff or volunteers will be an easy way to show your support and be recognised as a contributor against the fight against islamophobia. Our social media toolkit is available to assist you in preparing your content.

3 HOST AN ONLINE EXHIBITION



This year, the dawn of Covid-19 has heralded a shift in the new normal for us all. In response we have launched all our World Class revamped exhibitions online, showcasing Muslim role models such as Sir Mo Farah, Sadiq Khan, Nadiya Hussain and many more. You can view a digital version of the exhibition at <http://islamophobia-awareness.org/> which is coming soon. Promoting this fantastic resource with your audiences will give them a great insight into the positive contributions made by Muslims in the UK and the challenges they face in every day life.



Commitment to Tackling Islamophobia

Here are some of the changes we want to see...

- 1.** We want to see the widespread adoption of the definition of Islamophobia produced by the APPG for British Muslims: “Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness”, and apply this definition in conjunction with the guidelines that MEND has produced.
- 2.** We want to see a review of the 2006 Racial and Religious Hatred Act with a view to strengthening legal protections afforded to religious communities.
- 3.** We want to see primary legislation introduced to deal with social media offences and hate speech online. Social media companies need to protect free speech while developing an efficient strategy to tackle hate speech online in consultation with Muslim grassroots organisations.
- 4.** We want to see greater financing of mosque security in a manner that is proportional to risk, in line with what is already correctly provided to Jewish religious institutions.





SPONSORING IAM

Our partners have shared values of equality, social justice and making a positive contribution within society.

Last year we held over 100 events nationally and our reach on social media continues to grow at an exponential rate. More importantly, supporting IAM also demonstrates your support to tackle Islamophobia and provide a safer environment to your employees, networks and clients.



Opportunities are available nationwide at all levels and we can offer bespoke packages to help reach your preferred target audience. IAM attracts audiences from the professional, corporate and health sectors but to name a few.

This month-long campaign ensures the best possible return on sponsorship and tailored target indicators.

For more information please email corporate@islamophobia-awareness.org

MEND - Muslim Engagement & Development

www.mend.org.uk



Primary Co-ordinator of IAM

Islamophobia Awareness Month (IAM) was co-founded by MEND with other British organisations in 2012 to deconstruct and challenge the stereotypes about Islam and Muslims. MEND is a not-for-profit organisation that helps to empower and encourage British Muslims within local communities to be more actively involved in British media and politics. During Islamophobia Awareness Month, MEND partners with various organisations in promoting and facilitating IAM events, in order to reach a wider and more powerful audience. These organisations include but are not limited to: National Union of Students, Stand Up To Racism and British Transport Police. Achievement and accolades include:



Ranked MEND's work as 'best practice' in Human rights 'protection and promotion'



Rated MEND's work as 'best example for civil society organisations'



Stated that "The EU could learn a lot from MEND's work on counter-radicalisations through engagement"



MEND is invited by the EU to speak at colloquiums on anti-Semitism and Islamophobia

"No one is born hating another person because of the color of his skin or his background or his religion. People must learn to hate, and if they can learn to hate, they can be taught to love. For love comes more naturally to the human heart than its opposite." - Nelson Mandela



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THE FIGHT AGAINST ISLAMOPHOBIA