

# IAM CORPORATE

INFORMATION PACK, NOV 2020

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**ISLAMOPHOBIA**  
**AWARENESS MONTH**





# What is IAM

Islamophobia Awareness Month (IAM) was co-founded by various leading national Muslim Organisations in 2012 as an organised effort to deconstruct and challenge the stereotypes surrounding Islam and Muslims in the UK. The month-long campaign, held every November, aims to work with various key actors from the private and public sector, from the Police and Crime Commissioners (PCC) to key international corporations in order to educate and raise awareness of the scourge of Islamophobia affecting Muslims and non-Muslims alike.



# Why Support **IAM**

British Muslims are more financially independent than ever before, with an estimated spending power worth £20.5 billion pounds. As trends suggest this particular group are becoming more ethically conscious of the way that they are spending their hard earned income.

According to the 2011 census, 18% of Muslims (almost 1 in 5) over the age of 16 are in full time education, this figure is only 8% (1 in 12) for the general population.<sup>[1]</sup> Young British Muslims will have accounted for one quarter of the growth in the UK's working age population between 2008 and 2018<sup>[2]</sup> making it crucial that this young talent is tapped into and retained.

[1] British Muslims in Numbers Briefing. "Nearly 1 in 5 British Muslim Adults are in full-time education". Accessed October 01, 2018.

[2] Zamila Bunglawala, "Valuing Family. Valuing work: British Muslim Women and the Labour market", The London Development Agency, November 2008. Accessed October 01, 2018.





# How to **support IAM**

## **1. Host an online event**

A great way to raise awareness is through webinars and online events. We can assist in creating a bespoke programme of events that address the issue of Islamophobia in the workplace and how organisations can deal address this issue. A key message here is that people of all backgrounds, not just Muslims, can play their part in tackling this hatred and racism.

The recent 'black lives matter' initiatives have exhibited the society-wide desire to tackle all forms of hate. These events can be one-off, part of a series or a longer weekly masterclass and are 100% tailored to suit both your workplace needs and your capacity.

## 2. Diversity and Inclusion training

We can also offer a free diversity and inclusion consultation service, where we aim to work together to produce world class training bespoke to your needs. From evaluating existing policies, working with HR to deliver training or providing consultation and resources, we are here to improve on the experiences of your employees, achieve better workplace satisfaction and ultimately work towards the success of your business.



## 3. 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 (e.g. 'Proud to support IAM') or even an update on activities you are engaged in. Anything from amending your profile picture to include the IAM logo or posting a short-recorded message from members of staff or director will be an easy way to show your support and be recognised as a contributor against the fight against islamophobia.



## 4. Host an exclusive 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>

## 5. Day in the life of series

During IAM we are always looking to showcase the incredible stories of the lives of employees and the ground breaking work being done to increase diversity and inclusion. We intend to shine light on the rich backgrounds and experiences of those that are pivotal in making your business a success as well as the great work you have already done on the agenda of diversity and inclusivity.

Why not therefore take part in our 'a day in the life of' series. A short three minute interview will follow the daily work lives of Muslim employees at your company, exploring their experiences, their ambitions and the funny quirks of working in diverse and exciting roles.

Conversely the online 'a Muslims Women's experience' campaign will be running all throughout the month of November. A series of posts or an extract from a short interview with a female Muslim employee, exploring a heart-warming anecdote or inspiring experience from their time working within your company.

For more resources to support IAM visit: <http://islamophobia-awareness.org/>



# What matters to Muslims?

British Muslims are crucial to the UK economy and have been significantly contributing year on year. The number of British Muslims who hold positions of higher managerial, administrative and professional occupations has increased over 100,000, which is excluding the 10,000 Muslim millionaires with liquid assets of more than £3.6 billion!

## How you can help your employees: Invest in Generation 'M'

MEND conducted a survey of over 1000 British Muslims and asked them what are the most important things that they looked for when considering a job or career. One third said that being able to practice their religion was one of the top 3 important things.

Below are a list of practical suggestions that can help you attract and retain the best of Generation M. These changes are relatively easy and low cost to implement.



**Promoting flexible hours:** for Jummah (Friday prayers) and for Ramadan will allow employees to work when they feel the most productive.



**Wudhu (ablution facilities)/Prayer room:** By introducing these facilities Muslim employees will feel more comfortable in the workspace and less concerned about offering their prayers on time and in a suitable space.



**Halal dietary options:** Providing Halal food on site can have a number of positive implications both economically and on staff morale. Employees are less likely to go out for lunch if there is a service which caters to their needs.



**Recruitment:** Studies show that Muslims are three times less likely to receive job interviews than their non-Muslim counterparts. Provisions such as name blind applications and active tracking of the number of Muslims recruited throughout the organisation.



**Muslims in senior leadership :** A purposeful analysis of Muslims at senior levels in the firm would aid their progression through the ranks and ensure fairer representation at the top tables.



# Commitment to Equality

Commit to tackling religious, racial and gendered discrimination in the workplace through targeted interventions at all stages of recruitment, retention and promotion.

Commit to the use of name-blind applications and targeted interventions within employment aimed at tackling the triple penalty and improving access to employment for British Muslim women specifically.

Commit to supporting employers to recognise and accommodate religious festivals and religious observance within the workplace, including the provision of halal meat, prayer rooms, and flexible work hours during Ramadan.





# Sponsoring IAM

Our partners shared the values of equality, social justice and the desire to make a positive contribution within society.

Sponsoring IAM can make commercial sense to your company. 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](mailto:corporate@islamophobia-awareness.org)



# MEND (Muslim Engagement & Development)

[www.mend.org.uk](http://www.mend.org.uk)

## mend

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

# ISLAMOPHOBIA AWARENESS MONTH 2020



**“The only thing necessary for the triumph of evil is for good men to do nothing.”**

- Edmund Burke

**STAND AGAINST ISLAMOPHOBIA**