



# Islamic Knowledge Without Barriers

**2021**  
**ANNUAL REPORT**



[SeekersGuidance.org](https://SeekersGuidance.org)



## Who We Are

SeekersGuidance is a non-profit organization registered as a 501(3) (c) in the United States and operates on a global capacity. It is a leading portal in the digital sphere serving students from diverse backgrounds and all walks of life.

For the last 13 years, we have strove to confront the crisis of knowledge facing Muslims by providing a diverse range of offerings to serve the believing community through authentic and reliable knowledge and guidance.

Inspired by the Prophetic tradition of knowledge and service, we have helped to provide millions of Muslims with access to free Islamic knowledge through our structured learning streams, answers service, podcasts, articles, and on-the-ground programs that extend to the global community.



## Our Mission

Founded in 2008, SeekersGuidance offers authentic and reliable Islamic knowledge and spiritual guidance, helping Muslims practice their faith with confidence and clarity.

Our mission is to enrich communities worldwide by connecting seekers to

the light of guidance and qualified scholarship, without barriers or any restrictions.

We have remained committed and dedicated to the Prophetic tradition of fulfilling this sacred mandate without charging a fee.



*"O my people! I do not ask you for any reward for this message. My reward is only from the One Who created me. Will you not then understand?"*

**(Quran 11:51)**



## Our Vision

We envision a time wherein every town and city, there is access to reliable and authentic Islamic knowledge and guidance.

To fulfill this vision, SeekersGuidance aims to build a truly global Islamic seminary that:

- **Offers a reliable resource** of Islamic knowledge at the highest level of quality, beauty, and excellence through the use of digital technology and revived Islamic learning curricula.
- **Strengthens the connection** between qualified teachers, students, and the wider community to inspire confidence in their understanding of Islamic sciences.
- **Invites communities to the Prophetic call** to serve and bring long-lasting benefit to the umma.



# Letter from the Executive Director

## A VISION OF GUIDANCE

The Beloved Messenger of Allah (peace and blessings be upon him) connected the hearts and minds of creation to their Creator. This sacred connection is the means of light and good in creation; it is the duty of the Prophets, and the inheritance of our beloved Prophet Muhammad (peace and blessings be upon him).

SeekersGuidance strives to preserve, transmit, and spread this sacred connection of light and goodness through spreading reliable, life-giving knowledge and guidance, from qualified scholars, in an accessible manner, completely free.

We're working to make SeekersGuidance a truly world-class global Islamic academy so anyone, at any level, anywhere can access the best of Islamic knowledge and guidance, in a convenient way, and to assist them through mentorship in their journey towards the pleasure and love of Allah Most High.

This journey and cause is what we need your support for.

## ONE SEEKER TELLS THE STORY

A decade ago, one such seeker-Ustadh Sufyan Qifi, from the suburbs of Paris, France, connected with us, seeking to learn the basics of his faith and its teachings.

He is now a robust up-and-coming scholar of Islam, who is teaching at SeekersGuidance and answering questions through the Seekers Answers Service, while completing advanced studies with leading scholars.

There are dozens more, like Ustadh Sufyan. Thousands more have found light, clarity, guidance, and good in their lives through our courses and answers.

May Allah bless us and you in serving the Prophetic way, in the best of ways. And we thank you for accompanying us in this sacred journey so far, and we look forward to our continued partnership.

**Shaykh  
Faraz Rabbani**  
Executive Director



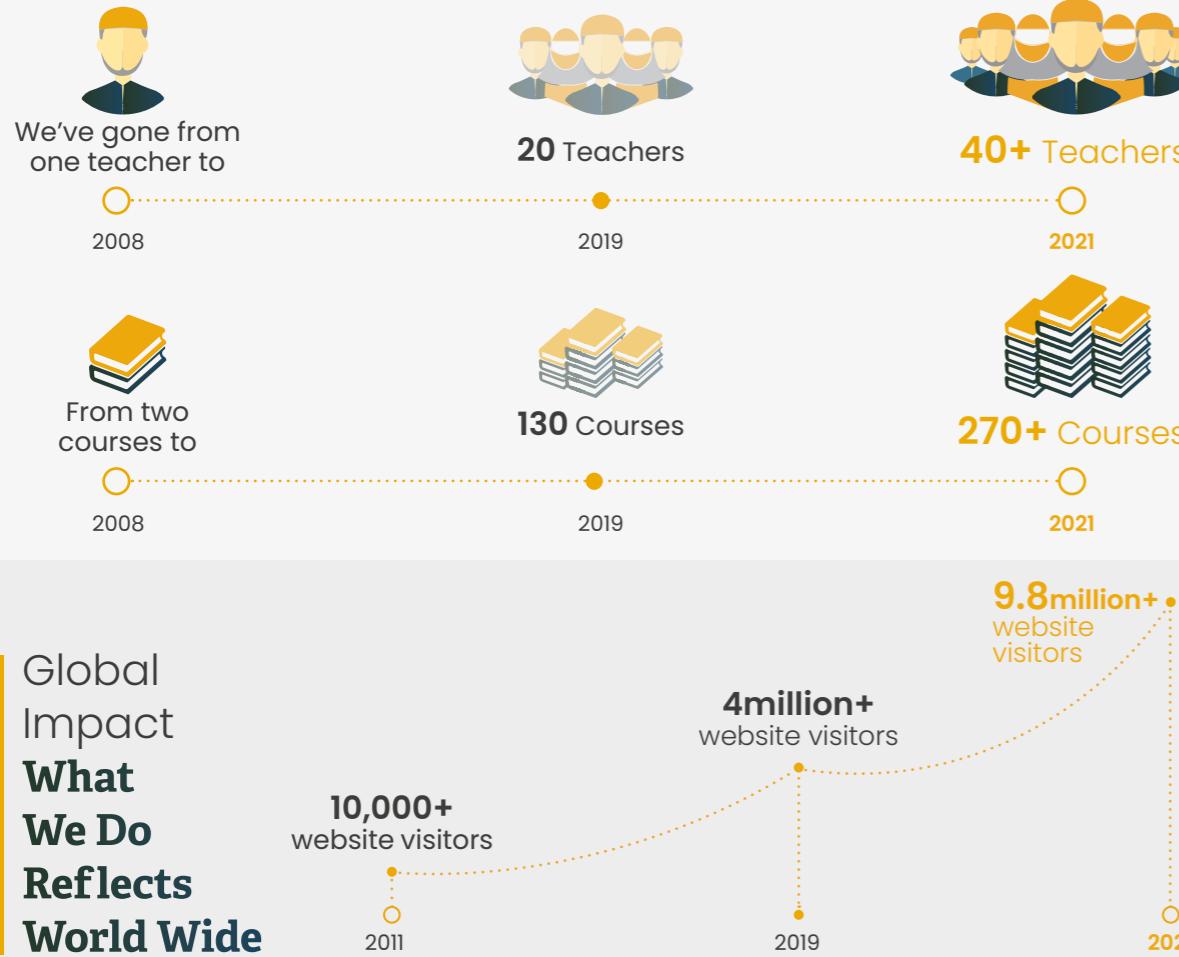
## A 13 Year Journey

Back in 2008, our journey began with a single teacher teaching just two courses, met with an overflow demand.

At a time when social media was in its infancy, it was word of mouth that brought the students to us. Within the first year, we had 250 students.

It was at this point that we knew that the **need was great and it was urgent**.

## Our Progress So Far-



Over the last 13 years, our organization has continued its trajectory of growth, impact, and global reach. However such growth and expansion comes with some challenges, and at times we have found our team stretched beyond its capacity.

Yet, with the support of generous donors and our dedicated teachers, we have remained loyal to our commitment of never leaving a student behind.

We have set out to spread Islamic knowledge and made a firm resolve to benefit Muslims across the globe while staying true to our mandate of not charging a fee in the pursuit of Islamic knowledge and guidance.

## Our Vision for 2022

2021 was a year of consolidation and growth. By the grace of Allah, we have reached 334,000 course registrations. For next year, we have much bigger plans.

**2022 – A YEAR OF EXPANSION AND EXCELLENCE.**

### Our objectives are to

- Establish a world-leading Mentorship Framework.
- Fully deploy our Islamic Curriculum.
- Enhance our Learning Management System and online user experience for our students to experience digital learning at a world-class standard.
- Establish the SeekersGuidance Istanbul centre which will host three key initiatives:
  - The Quran Initiative
  - The Youth Arabic Program
  - The Arabic Language Program
- Re-establish on-the-ground programs in key strategic locations around the world.
- Deploy the Seekers Answers Video Service.

And continue to connect seekers to reliable guidance through a **world-class Islamic academy**.



## Our Global Initiatives



Seekers Quran  
Initiative



Seekers Youth  
Program



Seekers Arabic  
Language Program



Online Learning  
Management System



Seekers Arabiyya

[www.SeekersGuidance.org](http://www.SeekersGuidance.org)



# Seekers Quran Initiative

By the grace of Allah Most High, we have completed a one-year Quran literacy certificate, taught in English, with Shaykh Abdur-Rahim Reasat.

Following its remarkable success, in 2022, we will be offering this certificate in Arabic with Shaykh Ali Hani, one of the leading Arab scholars. We will also be offering the complete tafsir of the Quran in Arabic.

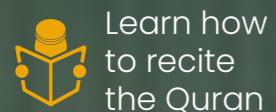
This is already underway in English, and many have benefited from those classes.

## THE GLOBAL QURAN INITIATIVE

SeekersGuidance will also launch a Global Quran Initiative in partnership with Shaykh Abd al-Rahman Kharsa, a world-renowned scholar in the Quranic sciences.

This will include specialist programs in the Ten Recitations in collaboration with leading scholars, completely free of charge.

**The Global Quran Initiative will enable anyone anywhere to:**



Learn how to recite the Quran



Become proficient in Tajwid



Study the Ten Canonical Recitations



Attain certification in Tajwid



Train to become successful Quran teachers

We hope to launch this initiative before Ramadan 2022. This initiative will be carried out on the ground in Istanbul and will expand its impact to the world through SeekersGuidance's online academy.



## Meet the English Quran Initiative Lead

Shaykh Abdur Rahim Reasat is authorized in Quranic exegesis from one of the leading living experts in Quranic studies.



## Meet the Quran Tafsir Lead

Shaykh Ali Hani is a leading scholar of Arabic and Tafsir from Jordan. He has mastered and received ijaza in the Ten Canonical Recitations and in Tajwid. He later studied Hadith, Tafsir and Balagha in Jordan, as well as Arabic grammar, morphology, rhetoric, and inheritance law in Yemen.



## Meet the Quran Tajwid Lead

Shaykh Abd al-Rahman Kharsa studied with leading scholars in Damascus, memorizing the Holy Book and learning the Ten Canonical Recitations. He later taught at Al Azhar University and established Quran schools across Lebanon. He has also verified many books on Hanafi jurisprudence and is currently a director and teacher of Dar al Quran in Istanbul.



"Indeed, this Quran guides to what is most upright, and gives good news to the believers—who do good—that they will have a mighty reward."

(Quran 17:9)





# Seekers Youth Program

In an age where youth are inundated by information readily available at their fingertips, there is a critical need to instill clarity and certainty in the hearts of our youth.

The Seekers Youth Program is a critical service that aims to confront the challenges that Muslim youth face on a daily basis, and guide them on their journey towards Allah Most High and the Prophet Muhammad (peace and blessings be upon him).

The program includes a curriculum that covers topics ranging from Islamic creed, law, spirituality, and much more.

## THE SEEKERS YOUTH PROGRAM OFFERS:

### ■ Seekers Youth Certificate

A one-year certificate of online courses designed to give young Muslims the essential knowledge they need to have clarity in their faith and fulfill their obligation to Allah.

### ■ Practical Guidance

Reliable, relevant, and engaging weekly Podcasts, Articles, and Video content specifically addressed to young Muslims to be inspired to live the Prophetic example.

# Seekers Arabic Youth Program

Due to the crisis across many Arab countries, and displacement of Muslims, the connection between youth and scholars has been particularly shaken.

Following the success of the Youth Program in English we aim to deploy this much-needed program in Arabic.

The Seekers Arabic Youth Program will be facilitated by top scholars well versed in youth engagement.

**“**I teach the youth curriculum, and I am happy that SeekersGuidance gives me a platform to reach hundreds and thousands worldwide.

In an age of so much confusion, clarity is a luxury few have. It is essential to trust the source from which you take your knowledge.

SeekersGuidance has been an excellent source of guidance to our community for a long time. It is difficult to quantify the impact that it has on many people's lives.”

**Imam  
Yama Niazi**  
*Dean of Faculty & Teacher*



“Indeed, they were youths who truly believed in their Lord, and We increased them in guidance.”

**(Quran 18:13)**





# Seekers Arabic Language Program

Through your support, we have completed the full learning Arabic language program from beginner to proficiency with world-class Arabic teachers.

This program will be launched fully in the first quarter of 2022 and it is our hope that it will benefit tens of thousands of ardent seekers around the world.

Our Arabic language program has also been working on developing a unique Mastering Arabic program in consultation with senior scholars and top experts of the Arabic language.

SeekersGuidance intends to train scholars, students, and those interested in Arabic to attain a profound understanding of the language and its science in a manner that enables them to reach a deep understanding of the Quran, the Islamic tradition, and its guidance.

## Vision 2022

In 2022, we hope to launch an on-the-ground Arabic language program in Canada, the United Kingdom, and Turkey.

The Seekers Istanbul centre, which we will launch in early 2022, will host the Seekers Arabic language program led by Shaykh Mumin Alannan, a world-leading expert of the Arabic language sciences who specializes in teaching Arabic as a second language.

The centre will house an entire team of Arabic teachers and researchers who will teach the Seekers Arabic Language Program.

In addition to this, the team will work towards publishing a series of Arabic language textbooks, which we hope will become a leading curricular resource aimed at teaching Arabic as a second language.

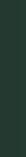
## Meet the Director of the Seekers Arabic Language Program

**Shaykh Mumin Alannan** is a master and leading expert of the Arabic Language.

He graduated from the faculty of Sharia at the University of Damascus and holds a Ph.D, specializing in teaching Arabic to non-natives speakers.

Shaykh Mumin has developed several programs for non-natives including the globally recognized Silsilat al Lisan series which is used in institutes and universities around the world.

"Indeed, We have sent it down as an Arabic Quran so that you may understand."  
**(Quran 12:2)**





# Seekers Online Learning Management System

It is not the number or size of our projects, nor the number of mosques built, that mark our success as a global Muslim community. Rather it is every student, learner, and seeker that is able to live by and pass on the Islamic knowledge they attain to their communities for generations to come.

By the grace of Allah Almighty, our online Learning Management System has served over 334,000 registrants thus far. We pride ourselves on offering engaging, reliable, and multi-level courses that empower anyone-anywhere to attain Islamic knowledge on their own schedule.

From the outset, we have been committed to engaging with our student base to deliver over 270 courses at the highest level of standards. Our students are the primary beneficiaries of our work; we have put their needs at the heart of our mission and how our services will be redesigned.

At SeekersGuidance we connect our vast experience in education with the power of technology to continuously push the boundaries of learning.

In 2021, we focused on improving our course usability, allowing for a more user-friendly learning experience, removing barriers to access Islamic Knowledge.

In 2022, we are committed to providing high-quality online courses on an improved platform to truly serve those seeking guidance, in particular those seeking to study our religion, with the excellence our Prophet Muhammad (peace and blessings be upon him) has called us to.

We plan to focus on ensuring the best utilization of advanced IT infrastructure and cutting-edge teaching and learning technologies to create a smooth and personalized student experience that is tailored to best meet the needs of each and every one of our students.

"SeekersGuidance's courses have changed everything in my life. One thing I can say really benefited me is the absolute and apparent sincerity of the teachers. Learning these vast subjects with a qualified teacher enriched my understanding and truly humbled me. Through SeekersGuidance I've learnt that the benefits of seeking sacred knowledge are innumerable." -**Sofia**

AMONGST OUR GOALS IS TO:

## ■ Further Enhance Course Usability

Through an enhanced learning management system, using cutting-edge web-based technology to deliver our courses allow for seamless learning across multiple device

## ■ Establish a Mentorship Framework

Through an enhanced mentorship program, we aim to effectively support our students' learning journeys; and give them inspiration, clarity, and direction to learn, embody, and spread Prophetic guidance.

## ■ Deploy a State-of-the-art Student Information System

Through a strong student information system, our students and teachers will be able to clearly track their progress.

"The materials on SeekersGuidance's platform are incredible. I really learned a lot from the classes as well as the live sessions. It has amazing quality information that is very relevant to each of us to improve our connection with the Divine and to function at our best in this dunya." -**Meher**

"SeekersGuidance has given me a resource for knowledge that is simply unavailable in the community I live in. I'm deeply indebted to all those that worked to make SeekersGuidance a reality." -**Andrew**





## SeekersGuidance Canada

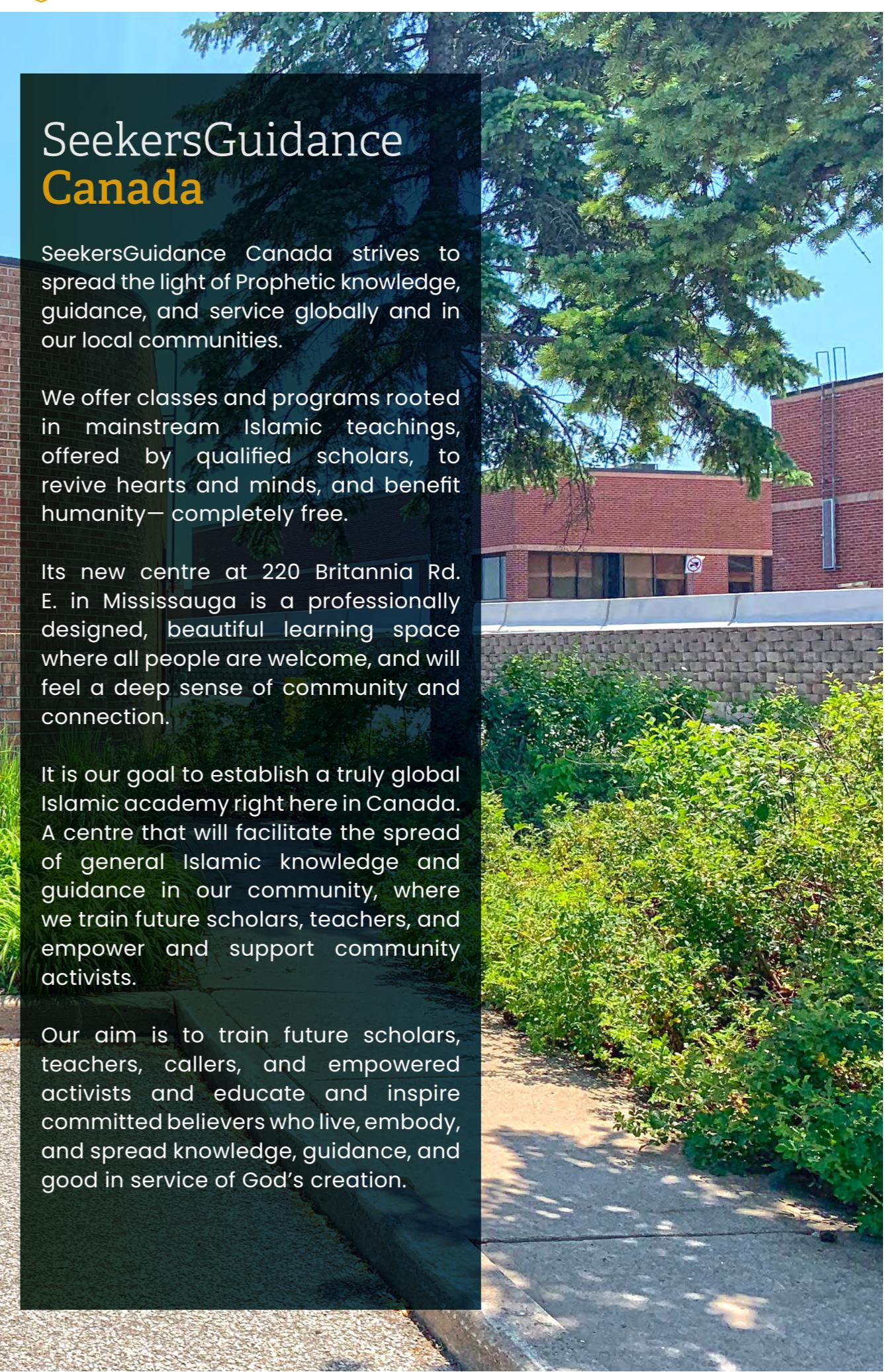
SeekersGuidance Canada strives to spread the light of Prophetic knowledge, guidance, and service globally and in our local communities.

We offer classes and programs rooted in mainstream Islamic teachings, offered by qualified scholars, to revive hearts and minds, and benefit humanity—completely free.

Its new centre at 220 Britannia Rd. E. in Mississauga is a professionally designed, beautiful learning space where all people are welcome, and will feel a deep sense of community and connection.

It is our goal to establish a truly global Islamic academy right here in Canada. A centre that will facilitate the spread of general Islamic knowledge and guidance in our community, where we train future scholars, teachers, and empower and support community activists.

Our aim is to train future scholars, teachers, callers, and empowered activists and educate and inspire committed believers who live, embody, and spread knowledge, guidance, and good in service of God's creation.





## SeekersGuidance UK

By the grace of Allah, after expanding our teaching faculty in the United Kingdom, we announced in late December 2021 the launch of SeekersGuidance in the UK.

Amongst our teaching faculty and management team in the UK are Shaykh Mumin Alannan, Shaykh Talal Al-Azem, and Shaykh Abdur Rahim Reasat, and Waseem Mahmood.

We have also established a collaboration with various scholars and educational institutes in the UK to work together in the spirit of ta'wan.

Through these collaborations and pre-existing relationships, we are excited to bring our offering to the Muslim community.

SeekersGuidance UK will offer an on-ground Islamic academy, a world-leading Arabic language program, monthly circles, community events, all completely free of charge.

This is part of our vision of connecting our global vision to deep local impact; making knowledge accessible to Muslims worldwide.

If you are keen to host us in the UK, feel free to reach out to us at [development@seekersguidance.org](mailto:development@seekersguidance.org)





## The SeekersGuidance Istanbul Centre

There are currently three monumental projects happening in Istanbul at the prestigious Sultan Ahmad Madrasa, in partnership with the waqf of Sultan Ahmad.

The historic madrasa, established over 400 years ago, lies right between the Sultan Ahmad Mosque and the Aya Sofia mosque.

However, this is currently running above capacity and the growth of our projects requires more space in Istanbul.

In 2022, we plan to expand our presence in Istanbul by establishing a SeekersGuidance centre in the city to conduct classes and mentor students. As well as a media centre operating at broadcast standards for our esteemed teaching faculty.

With your support, we hope to open a second location that will also host three critical projects:

- The Global Quran Initiative
- The Arabic Language Program
- The Youth Program in Arabic





## Seekers Arabiyya

Seekers Arabiyya, which offers courses with leading Arab scholars, now offers at least 60 online courses and multiple podcast series in Arabic with senior scholars from around the world.

By the grace of Allah Most High, thousands have benefited from these courses.

We have invested significantly to strengthen our offerings in Arabic given the urgent need to preserve the scholarship of our senior teachers. Our aim is to transmit their precious knowledge and spread it to the millions of believers seeking guidance in Arabic, and to serve students of Islamic knowledge – because the language of Islamic scholarship is, ultimately, Arabic.

Many of our Arabic courses are happening on-the-ground in the Sultan Ahmad madrasa, and are being preserved in unique online courses to extend our offerings to the global community.



## Dar al Fuqaha

The Sultan Ahmad Madrasa is also home to the Dar al Fuqaha Project, a specialized project in Islamic law and other sciences.

Dar al Fuqha brings together leading scholars to train advanced students of knowledge and scholars in both classical theory and contemporary issues.

It enables scholars and students to understand and transmit the nuances of Islamic law and apply it to the modern world.



# Dar al Makhtutat

## The Global Manuscript Institute

There are over five million unique manuscripts scattered throughout the Muslim world, and most of them contain rare gems from our vast historical civilization and heritage.

SeekersGuidance is a key partner in the Global Manuscript Institute- Dar al Makhtutat- A project that strives to preserve classical manuscripts in the Muslim world.

This institute gathers leading experts in the fields, and trains scholars, academics, and students, on how to preserve, index, edit, and publish manuscripts.

The initial stage of Dar al Mukhtutat's incredible work has been dedicated to training and publishing, serving our beautiful legacy.

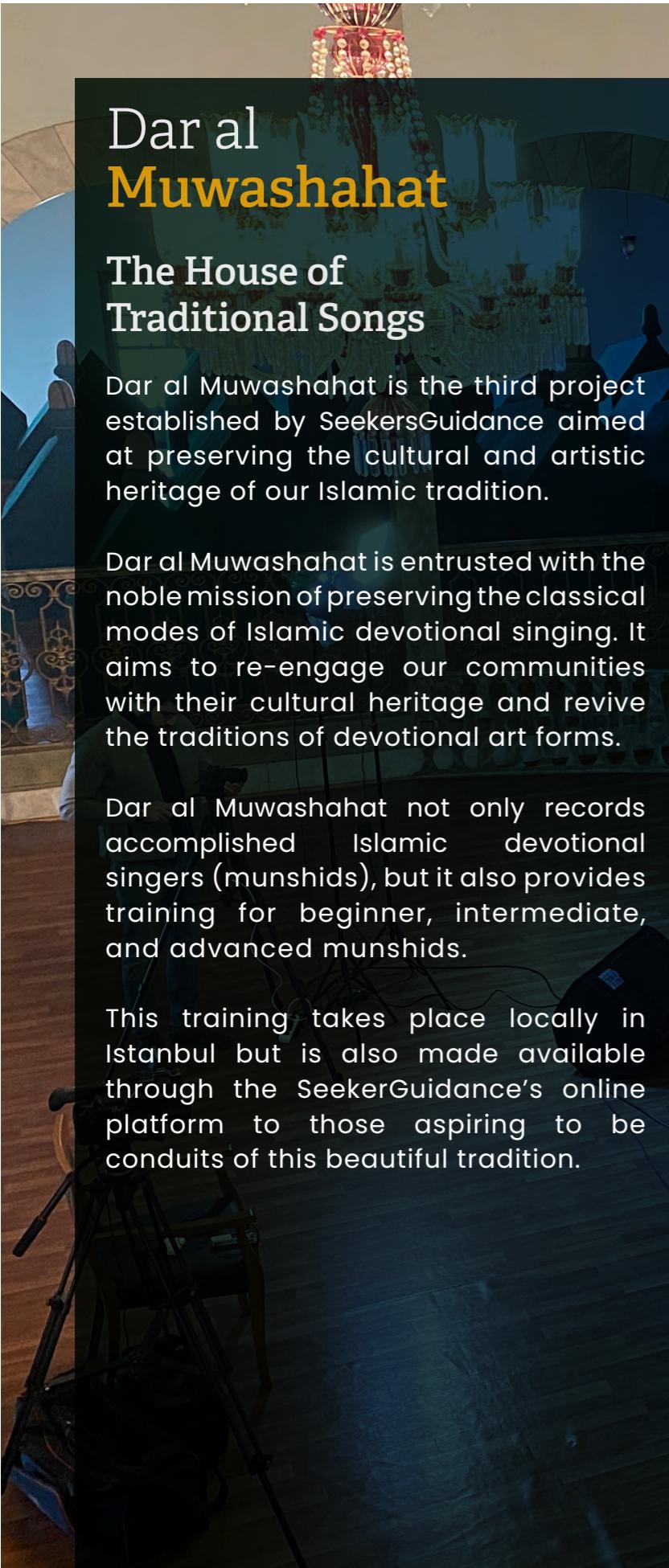
In November 2021, the Seeker's Global Manuscript Institute held an international conference on 7<sup>th</sup> century Islamic manuscripts that gathered leading scholars and academics from around the world.

As part of this, it recognized two of the leading voices in the fields of editing classical work. This conference is just one of the many

impactful programs that we seek to establish through your support.

Over the next few years, the institute also plans to conduct a full training program covering all requisite skills related to manuscript preservation, editing, and publishing.





## Dar al Muwashahat

### The House of Traditional Songs

Dar al Muwashahat is the third project established by SeekerGuidance aimed at preserving the cultural and artistic heritage of our Islamic tradition.

Dar al Muwashahat is entrusted with the noble mission of preserving the classical modes of Islamic devotional singing. It aims to re-engage our communities with their cultural heritage and revive the traditions of devotional art forms.

Dar al Muwashahat not only records accomplished Islamic devotional singers (munshids), but it also provides training for beginner, intermediate, and advanced munshids.

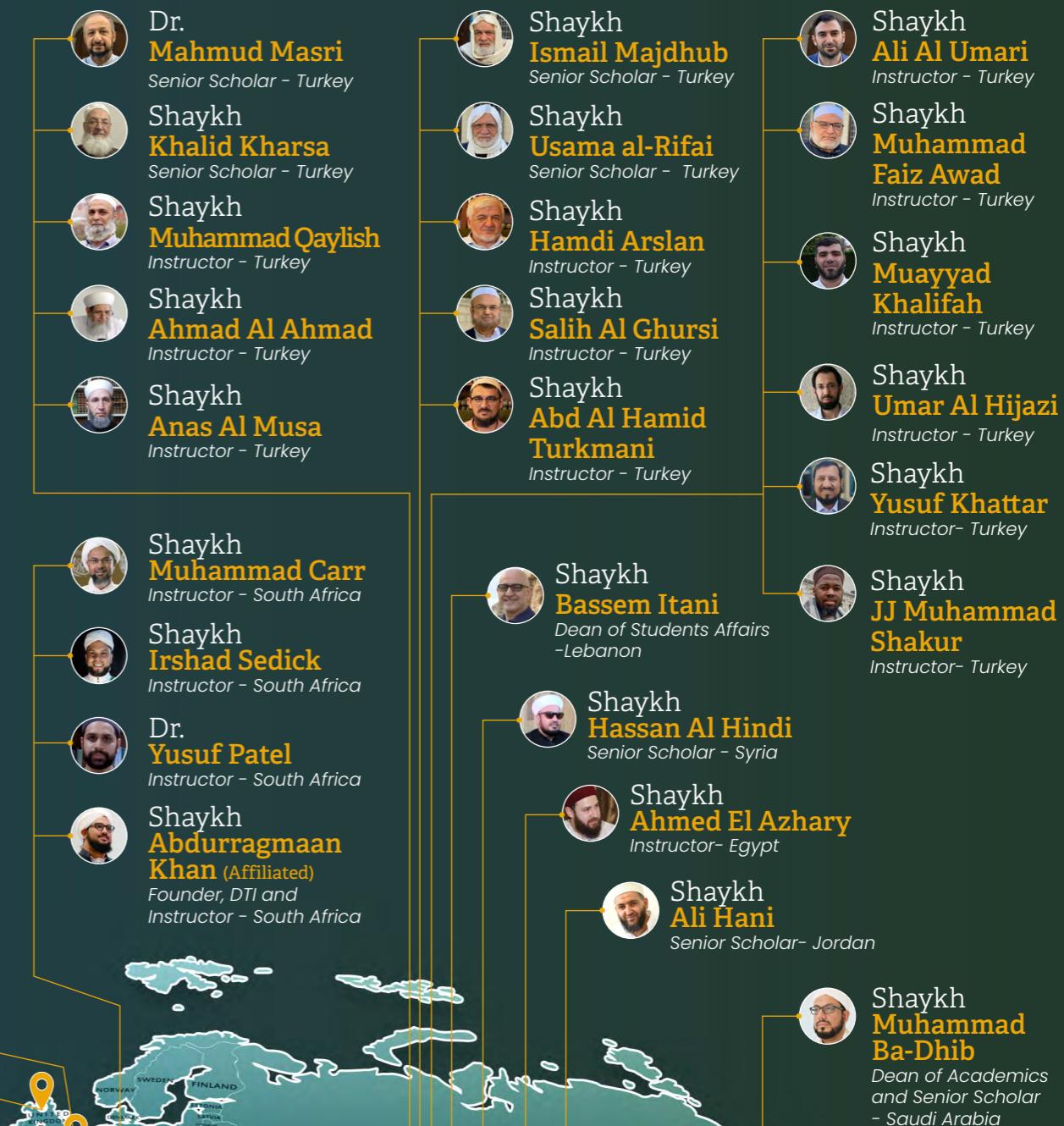
This training takes place locally in Istanbul but is also made available through the SeekerGuidance's online platform to those aspiring to be conduits of this beautiful tradition.





# Our Global Faculty

As a truly global Islamic academy, the SeekersGuidance faculty of qualified scholars and instructors is distributed across the world.





# A Global Team For **A Global Vision**

SeekersGuidance is always on the search to find the most talented and skilled professionals to serve and add value to the Global Muslim community.

We are honored to be working with a talented pool of individuals who are dedicated to our vision of serving locally and impacting globally.

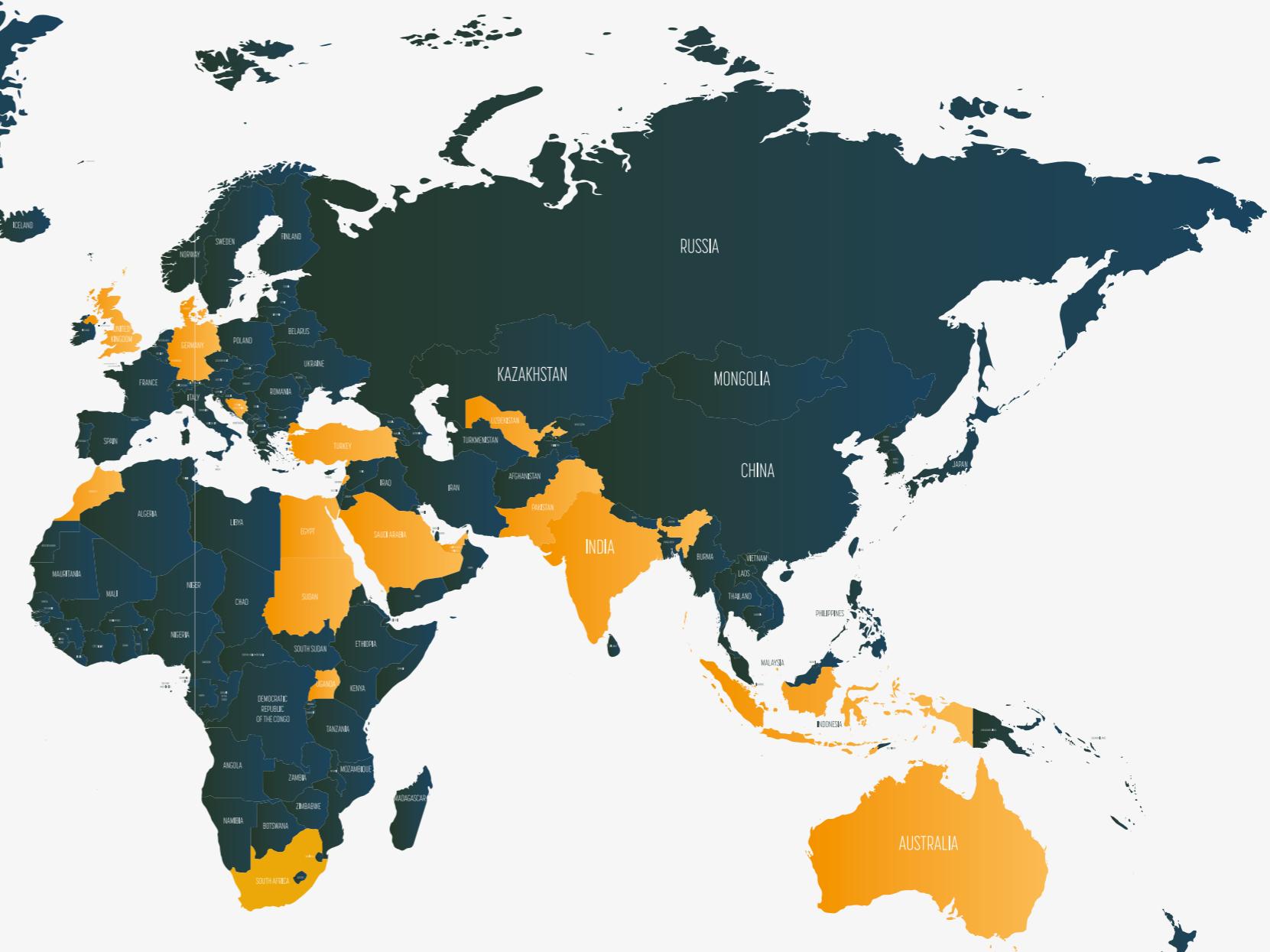
The Seekers' workforce is not merely a team but a global family, brought together by the collective purpose and passion to serve our faith, and gain further proximity to our Lord.

Second to serving our community, your support allows SeekersGuidance to cultivate a working environment for skilled Muslim professionals to advance their careers while making an impact on the Muslim community.

Our team is committed to creating a truly Islamic environment where we honor our duty not only towards our work but to Allah Almighty.

## Where we operate from:

- USA
  - UK
  - Germany
  - Lebanon
  - Saudi Arabia
  - Egypt
  - South Africa
  - Argentina
  - Denmark
  - Scotland
  - Uzbekistan
  - Mexico
  - Canada
  - Turkey
  - Pakistan
  - UAE
  - Australia
  - Morroco
  - India
  - Uganda
  - Bosnia & Herzegoovina
  - Philipines
  - Singapore
  - Sudan





# Statement from the Managing Director

Dear Respected Community Members,

For over a decade, SeekersGuidance has been at the vanguard of global Islamic knowledge, facilitating the acquisition of sacred light and guidance, and inspiring spiritual growth and personal development.

SeekersGuidance exists to serve the very essence of Islam; to call to the way of Allah with ‘wisdom and beautiful teaching’ (Quran 16:125). With the unprecedented social, political and economic upheaval, and with the effects of the global pandemic over the past years, the role of authentic spiritual guidance is more critical than ever before.

Here at SeekersGuidance, we strive to provide the most accessible, engaging and relevant content for the global Muslim community. In an age where we consume information digitally, SeekersGuidance is at the forefront of providing digital knowledge in both English and Arabic.

The Prophet Muhammad (peace and blessings be upon him) advised us that “The best of people are those who are most beneficial to people.” (Al Tabarani)- and there is nothing more beneficial than facilitating a sincere, meaningful, and fruitful relationship with the Divine.

At SeekersGuidance we are moved by this moral imperative to help our fellow sisters and brothers in faith to learn their religion, live its reality, and serve humanity.

The past year has seen the organization grow more so than ever before. Our world-leading faculty continue to provide a range of both foundational and advanced courses, and our guidance offerings including our Podcasts, Articles and Answers Service have reached millions. All of this is offered, as always, completely free of charge.

As a commitment to our vision and our growing student base, 2021 has witnessed our biggest ever investment into our infrastructure. We have brought on new staff, teachers, and technologies to serve our students, and we are poised to serve 100,000 students for 2022. However, to realize this we are in critical need of your support.

Currently, SeekersGuidance only fulfills a portion of our global vision. Our goal is to create content addressing the issues Muslims face in their communities around the world.

We invite you to join our community of Seekers Visionaries by becoming a monthly donor to take an active part in our mission of making Islamic knowledge accessible without barriers and without a charge worldwide.

This is a unique opportunity to make a lasting impact that will benefit you, your family, and our wider community in this life and the hereafter.

I pray that together we may continue to bring pleasure to Allah Most High while serving His creation and our beloved Messenger Muhammad (peace and blessings be upon him).

Warmest regards,

**Waseem Mahmood**

Managing Director





## Academy

Our goal is to become a truly world class online learning academy embodying excellence in online teaching in student mentorship and in facilitating students to learn, grow, and connect with Allah and His Messenger (peace and blessings be upon him).

In this year, we have invested in making our online learning platform faster, more user friendly, we have significantly improved teacher engagement in our courses and student participation has increased significantly.

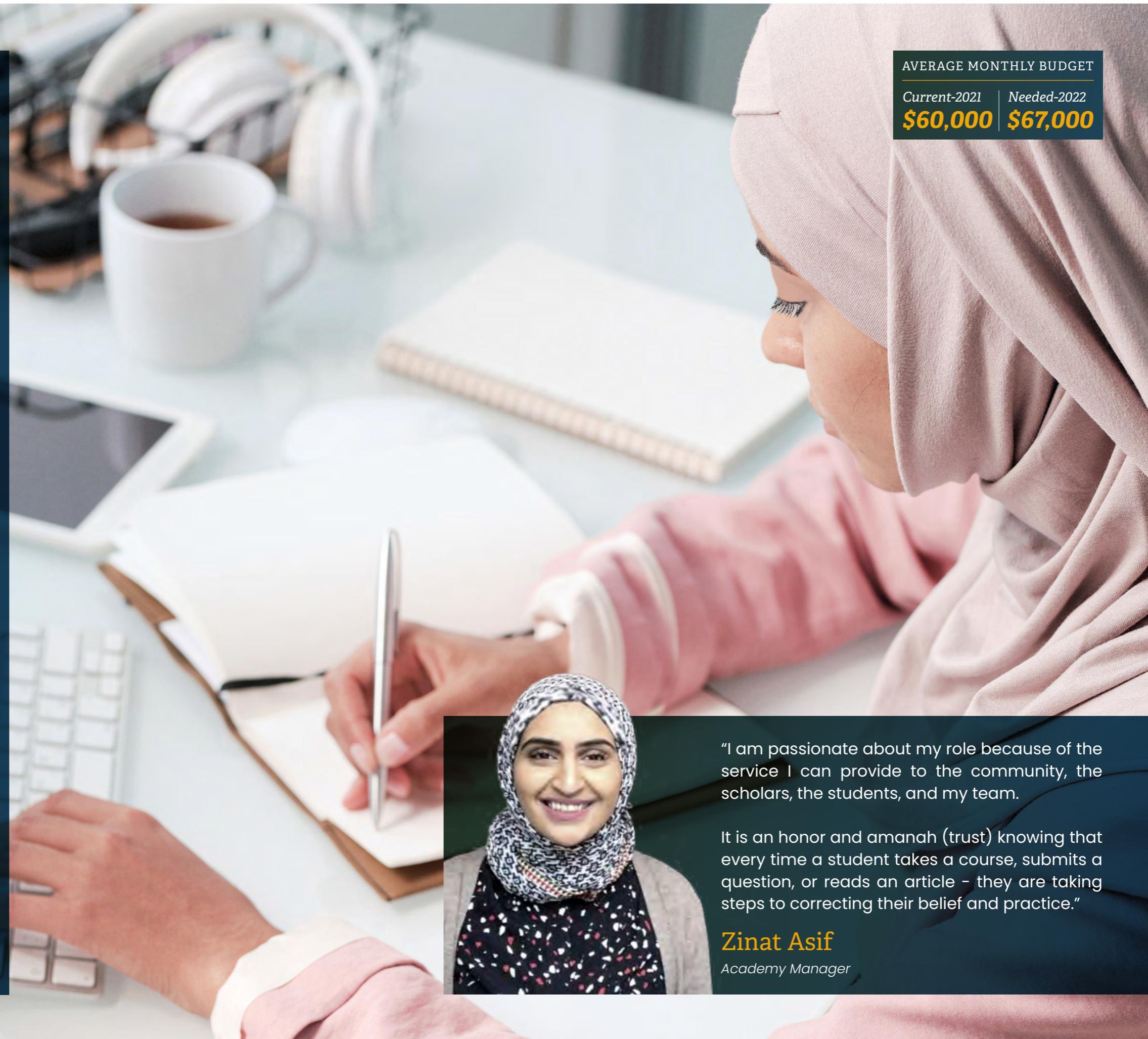
### IN THE FIRST QUARTER OF 2022 WE PLAN TO

- Revamp our website, course-catalogue and learning management system to make it even more student friendly.
- Strengthen the connection between students and teachers through a strong online mentorship program where any student can seek direction on their individualized learning journey and religious growth.
- Develop the range and variety of our courses.

AVERAGE MONTHLY BUDGET

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Current-2021	Needed-2022
<b>\$60,000</b>	<b>\$67,000</b>





"I am passionate about my role because of the service I can provide to the community, the scholars, the students, and my team.  
  
It is an honor and amanah (trust) knowing that every time a student takes a course, submits a question, or reads an article – they are taking steps to correcting their belief and practice."

**Zinat Asif**  
Academy Manager



Grow your Islamic Knowledge through...

## Learning: Seekers Academy

Seekers Academy offers free structured courses taught by trained and reliable scholars.

We provide students with the opportunity to study in a virtual environment, in their own time, with the support of our dedicated teachers, through our four structured learning streams-

### Islamic Studies Curriculum

A curriculum that provides a clear, systematic five-level program for students of Islamic Knowledge. It is taught by qualified scholars and presents traditional Islamic knowledge in a deep, practical, inspiring manner-with an emphasis on living knowledge as guidance.

### Youth Islamic Studies Curriculum

The Youth Curriculum provides an answer to the lack of youth education globally. Through this program, our youth will learn and acquire sound beliefs and practices of their faith. The curriculum has been carefully thought out through consultation with experienced scholars. It covers topics ranging from Islamic creed, law, spirituality, and much more.

### Quran Studies Curriculum

The curriculum is a comprehensive approach to understanding and studying the Quran. The introductory Quranic Understanding certificate is a one-year course consisting of six modules. Three modules provide a detailed tafsir of the last 30th of the Quran, and the other three cover the wisdom behind some of its laws, its preservation and proofs of it being from God, and building a lasting connection with the Quran.

### Arabic Language Program

SeekersArabic is a unique program designed to meet the interest of Muslims in learning Arabic in order to develop sufficient language competence to acquire Islamic knowledge from original Arabic primary texts. Courses range from the Pre-Beginner level to the Upper-Advanced level with course material based on the *Silsilat al-Lisan* textbook series.

## Reading: Seekers Articles

Seekers Articles allows Muslims to engage with a wide collection of curated articles addressing the most critical issues facing the Muslim community today.

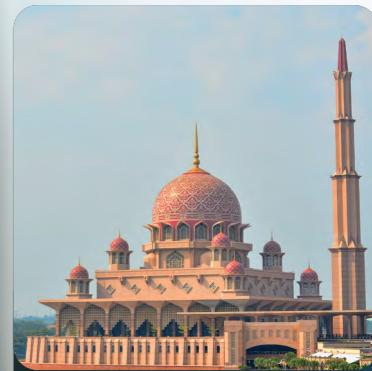
We have published over 1,000 articles with topics varying from...



**FILIAL PIETY:**  
Being Dutiful Towards One's Parents.



**SCIENCE OR HADITH:**  
A Critical Discussion of Contradictory Hadiths.



**LIVING SIMPLY:**  
The Slings and Arrows of Not-So-Outrageous Fortune.





## Listening: Seekers Podcasts

Seekers Podcasts offers you the opportunity to immerse yourself and be transported by leading scholars as they explore a wide range of topics on contextualized knowledge and guidance.

**1480+**  
episodes  
in English

**160+**  
episodes  
in Arabic

Available on

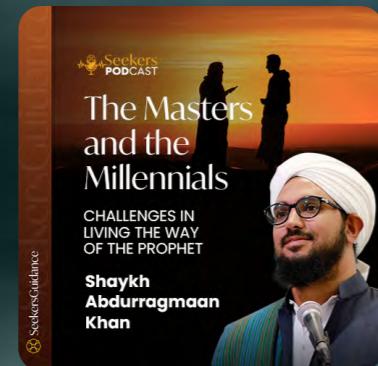
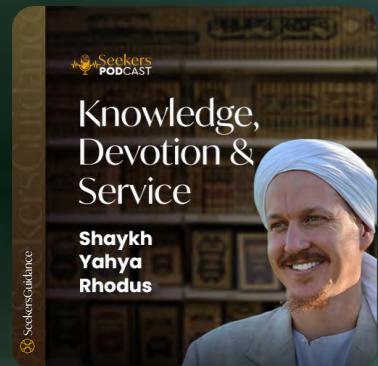


iTunes



Android

With topics ranging from...



In 2022, we plan to launch a flagship SeekersGuidance podcast that will highlight and amplify all of SeekersGuidance's offerings.



## Asking: Seekers Answers Service

Many Muslims struggle to find answers about their faith, practices of Islam, and Prophetic teachings on a daily basis.

Over the last 13 years, the Seekers Answers Service has been committed to fulfilling this need by connecting questioners to qualified scholars across the globe.

It has been a go-to lifeline for the believing community as it continues to address the most burning questions they may have; thus enabling them to gain clarity and confidence.



In 2021, we raised \$127,000 to support the Seekers Answers Service's growth.

### As we step into 2022 we aim to:

- Launch our Seekers Video Answers to offer engaging and visually appealing answers.
- Expand our team of qualified scholars to answer more questions at a faster rate.
- Grow our editing team to dedicate more time to refine our answers to meet the highest of standards.
- Offer the Seekers Answers Service in Arabic through leading senior scholars from Syria, Yemen, Egypt, Jordan, to name a few.
- Translate our Arabic answers to English to bridge English-speakers with senior scholars.



# Media

In an age of digital consumption where sharp aesthetics and purpose drive impact, SeekersGuidance is committed to raising its media standards across online programs, podcasts, and courses.

Media standards relate to cameras, microphones, lighting, processes and practices, as well as overall design. We have done great work in 2021 towards embellishing the learning experience at SeekersGuidance.

In serving, SeekersGuidance has taken strong steps to establish a standard of excellence for both our centres and our teachers. We have already taken the bold step to equip our teaching faculty with professional media equipment to produce content that is at the highest level of quality and consistency across the board.

In 2022, we aim to further develop and implement our standards in an effort to distinguish ourselves in the digital space; a mission that is part and parcel of making Islamic education accessible, reliable, and beautiful.

“

As someone who has been involved with A/V production for a number of years, working in Media at SeekersGuidance has enabled me to bring my enthusiasm for learning and creativity together. Helping, alongside my wonderful team, to beautify the delivery of knowledge and guidance whilst assisting our scholars to serve, is a rewarding experience that I am particularly passionate about.”

**Alman Nusrat**

Media Manager

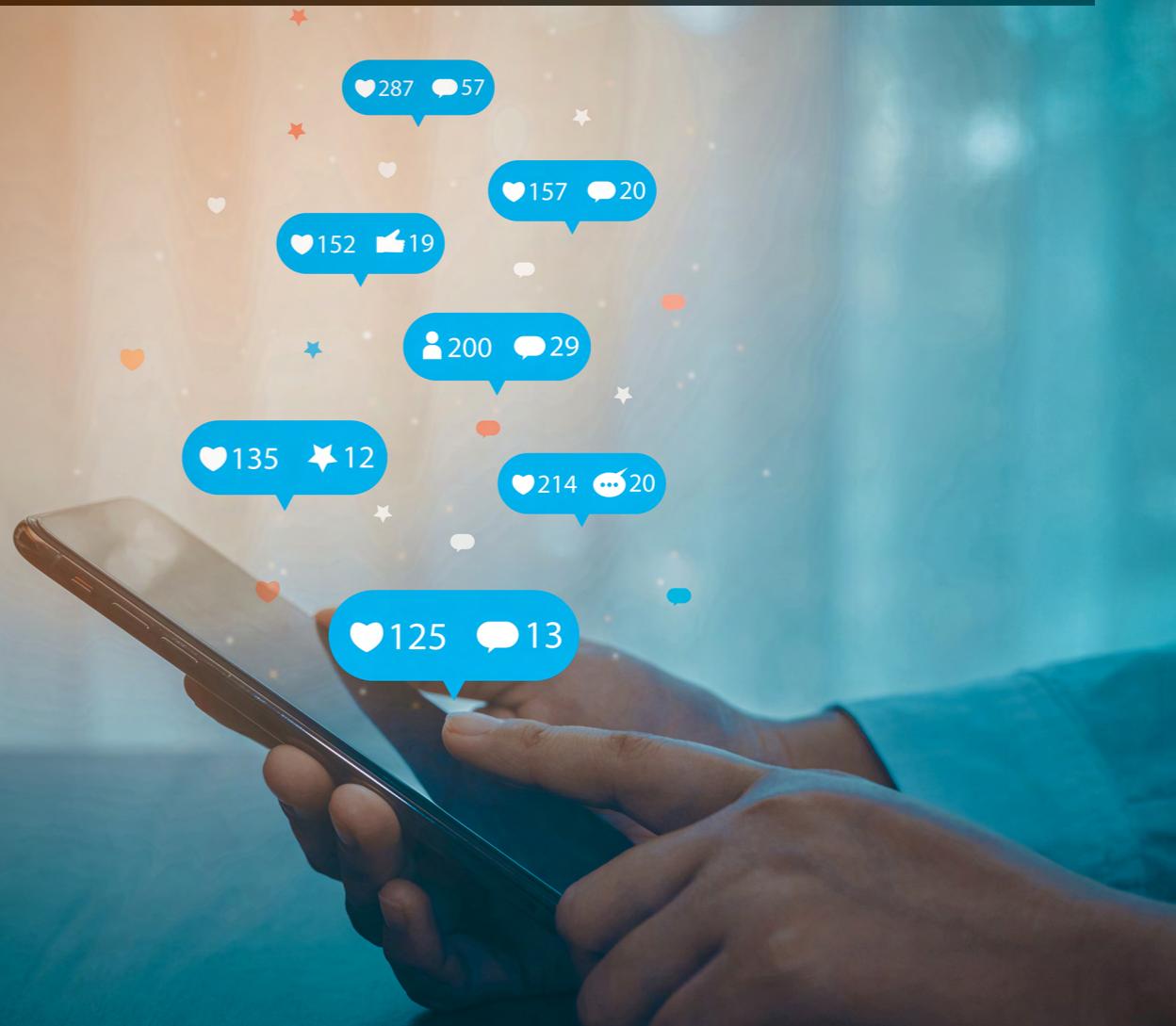


## AVERAGE MONTHLY BUDGET

Current-2021	Needed-2022
\$11,000	\$14,000

## Vision 2022

- Develop SeekersGuidance's media output through intelligent aesthetics, enabling a consistent and fluid experience throughout the website.
- Amplify the impact of our courses and services by creating new and engaging content pieces, course clips, and Seekers Video Answers.
- Continue to develop SeekersGuidance's podcasts - helping thousands to access knowledge in a quick and convenient way.
- Improve our media standards to provide a better learning experience for thousands of seekers worldwide.





# Tech

Millions of humans consume knowledge digitally every day.

SeekersGuidance aims to be a portal in the online space that can feed as many hearts and souls in need with sound Islamic knowledge and guidance.

From the outset, SeekersGuidance has aspired to lead the way online by providing relevant and reliable guidance in the most excellent and beautiful way to serve the Global Muslim community in a manner that is pleasing to Allah Most High.

## In 2021 alone, we were able to:

- Increase the speed of the website by three-fold.
- Achieve the top 5-10% in terms of our website speed and responsiveness.
- Enhance our learning management system significantly to enhance the student experience.

## Vision 2022

In an incredibly fast and evolving environment, SeekersGuidance must keep up with the constant advancements and technological trends.

Despite our great achievements over the last year, we acknowledge that there is still a long way to go to fulfill our vision of becoming a leading online learning portal.

One of our key priorities for 2022 is to invest in our tech department to be able to serve our students, visitors, and anyone seeking guidance, to the highest of standards, with the excellence our Prophet Muhammad (peace and blessings be upon him) has called us to.

## We aim to do so by:

- Redesigning the SeekersGuidance website.
- Revamping our course catalogue and learning management system to become a premier online learning academy.
- Launching a SeekersGuidance mobile app to facilitate access to our courses and content on the go.

### AVERAGE MONTHLY BUDGET

Current-2021	Needed-2022
\$11,000	\$15,000



**“**

I wish I had started working with SeekersGuidance years ago! Working with SeekersGuidance has allowed me to grow both professionally in my field and religiously through enriching my Islamic knowledge and being a means in assisting others to grow spiritually.

**Ashfaq Ahmed**  
Tech Manager



# Outreach

For us at SeekersGuidance outreach is not merely the process of getting people interested in our services and offerings, but it's a lot more than this.

We aspire to create an engaging and dynamic community of seekers that are connected through our online portal.

Outreach is not simply "marketing", but a means to call people to what is beneficial, and help them grow in their relationship with Allah Most High.

In an age of mass information and digital consumption, there has been a desperate need for sound guidance. SeekersGuidance has been fulfilling this need on a daily basis- by the end of 2021, we reached 334,000 course registrants, all being provided with a reliable resource for authentic Islamic knowledge completely free of charge.



## AVERAGE MONTHLY BUDGET

Current-2021	Needed-2022
\$18,000	\$21,000

## Vision 2022

Our goal is to expand and reach the highest number of people than ever before to increase awareness about the light-giving guidance and incredible resources that we offer.

In 2022, the outreach team will strive to reach at least 100,000 course registrations to expand the reach of our educational offerings and activities around the world.

### We aim to do this by:

- Building excellent campaigns with world-leading professionals.
- Deploying expert online advertisement.
- Growing our pool of helpers, volunteers, and interns who are dedicated to the amplification of our cause.



"Joining SeekersGuidance for me was not about joining a new job; at SeekersGuidance I joined two passions: a passion to work in Daawa by spreading Islamic knowledge and supporting the Prophetic legacy, and the passion to work in communications by promoting our Islamic offerings in the most creative and appealing way."

**Jinane  
Mneimneh**  
*Outreach Manager*





# Programs

On-ground and virtual programs have been crucial in SeekersGuidance's inception, as we have held educational programs in local communities in over 100 cities around the world on all six inhabited continents.

## The purpose of SeekersGuidance Programs is to:

- Call humanity back to Allah through religious guidance.
- Establish connection (talif) as an effective step to call onto Allah.
- Raise awareness of SeekersGuidance's educational offerings.
- Expand SeekersGuidance's offerings to the Global community.
- Bringing our digital offerings to life in a physical setting.

The practical application of the above purpose is done by addressing specific questions and needs Muslim communities might have, in collaboration with the local existing work and effort.

On-ground programs give us the opportunity to encourage participants across the globe to actively engage with the SeekersGuidance online platform, which offers reliable Islamic knowledge, free of charge.



"As a Muslim, and someone who is trained as an educational anthropologist, I find a great drive in coordinating locally-anchored programs that aim to fulfill Muslim communities' needs, and connects communities to SeekersGuidance's online offerings. I am excited to help deliver inspiring spiritual reminders and tunes that attach our hearts to His Majesty and His beloved Prophet (peace be upon him)."

**Fatima Awad**

Programs Coordinator



## AVERAGE MONTHLY BUDGET

Current-2021	Needed-2022
\$5,000	\$7,000

## Vision 2022

- Bridge reliable knowledge to local communities in various partnering countries including Canada, Turkey, South Africa, United Kingdom, and the United States.
- Establish on-ground programs and seminars that align with our vision to spread reliable and authentic Islamic knowledge and guidance.





# Development

In the Development department, our mission and vision are to secure the long-term growth and sustainability of SeekersGuidance's offerings so that we can continue to serve the global Muslim community with the much-needed Islamic knowledge and guidance.

Through the team's fundraising efforts, SeekersGuidance is able to continue to make Islamic knowledge accessible to millions of Muslims while honoring its mandate of never charging a fee in the pursuit of Islamic knowledge.

Another key initiative the Development team focuses on is facilitating and serving is the Islamic Scholars Fund. By the grace of Allah, over the last six years, we have collected and fully disbursed \$6.4 million in zakat and charity to support deserving scholars and students, allowing them to dedicate themselves to teaching and learning.

All this would not be possible without the generous contributions of our community of Seekers Visionaries, that are dedicated to our mission of connecting humanity back to Allah and our beloved Prophet Muhammad (peace be upon him).

There has never been a more critical time to make Islamic Knowledge accessible without barriers and without costs.

Bringing our vision to fruition depends on your continuous support. Are you up for the task?



## Vision 2022

- Expand our community of Monthly Donors to secure the sustainability and confidence we need to grow in reach and impact.
- Raise \$150,000 in average monthly donations to fulfill the needs of each department to serve with the excellence we strive for.
- Support many more critical cases of deserving scholars and students through the Islamic Scholars Fund.

### AVERAGE MONTHLY BUDGET

Current-2021	Needed-2022
<b>\$7,000</b>	<b>\$11,000</b>



"It is an honor to have the opportunity to assist in making Islamic knowledge accessible to Muslims worldwide, and to extend to our community the opportunity to be part of this unique mission.

Through your support, we are also blessed to support the preservation of our religion through the Islamic Scholars Fund by safeguarding the dignity of those whom our beloved Prophet Muhammad (peace and blessings be upon him) called his inheritors."

**Maryam Dajani**  
Development Manager





# HR, Operations, and Finance

As our team is witnessing incredible growth, our HR, Operations, and Finance department has been focused on fostering a dynamic, purpose-driven, and growth-minded team that is motivated to serve the global Muslim community with excellence across all our offerings.

At SeekersGuidance, we believe that the success of our cause depends on each and every one of our team members. To that end, we have put a strong emphasis on sourcing a diverse group of professionals who are highly skilled and passionate to serve our umma.

The HR, Operations, and Finance department is at the backbone of SeekersGuidance's team, helping to ensure excellence across our processes and projects. It is responsible for deploying the legal, financial, and human resources policies, reflecting the best practices across nonprofit organizations.

We also support our teams to operate effectively and efficiently to ensure that our students always receive the highest level of quality in our offerings.

## AVERAGE MONTHLY BUDGET

Current-2021	Needed-2022
\$13,000	\$15,000

## Vision 2022

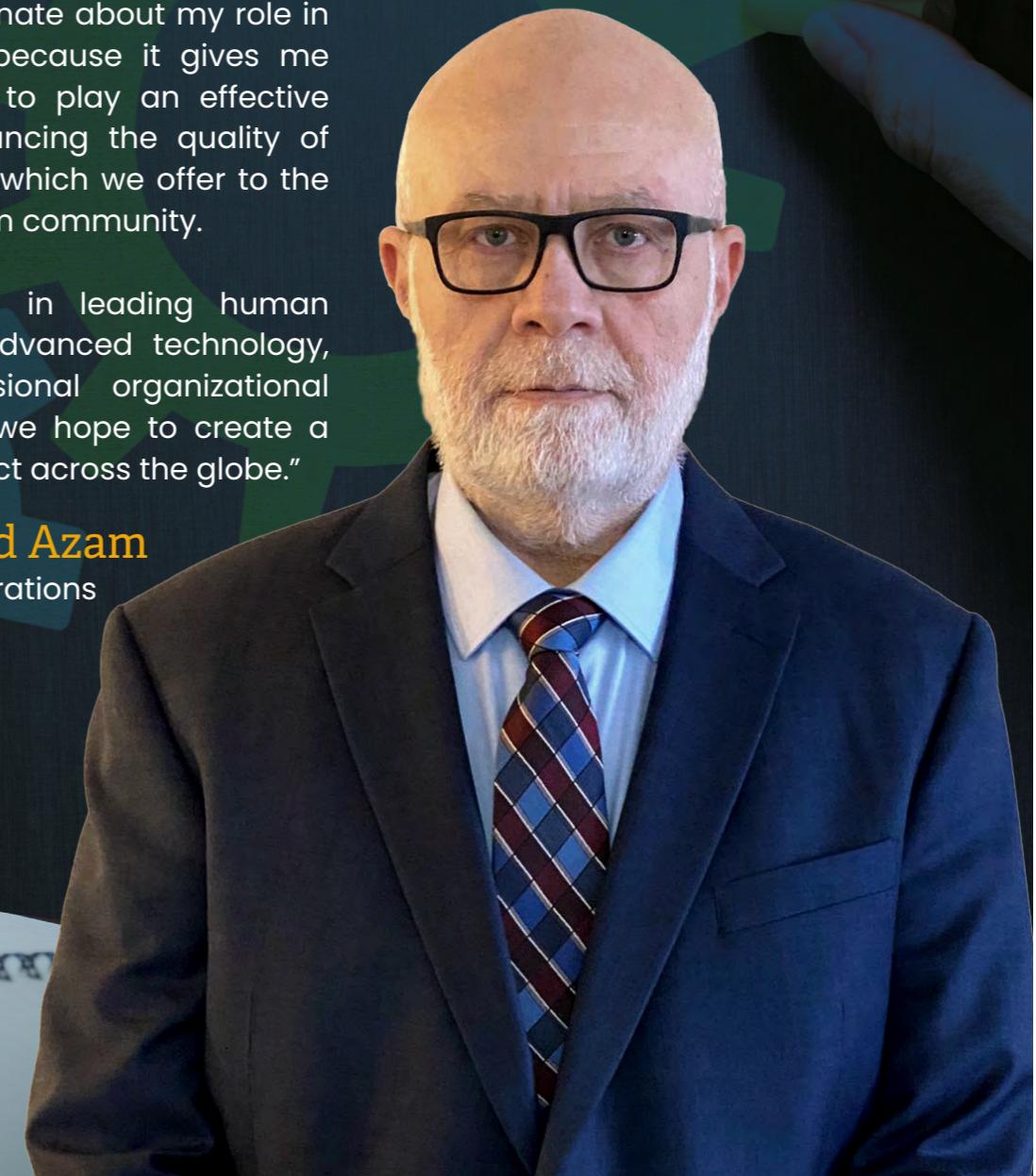
- Recruit leaders that can drive SeekersGuidance to strive and flourish.
- Reinforce organizational processes to guide the team towards excellence.
- Monitor projects and budgets to ensure SeekersGuidance is optimizing its funding for ultimate benefit.



"I am passionate about my role in Operations because it gives me the chance to play an effective role in enhancing the quality of the services which we offer to the global Muslim community.

By investing in leading human resources, advanced technology, and professional organizational procedures we hope to create a lasting impact across the globe."

**Mohamad Azam**  
Head of Operations





# Internship Program

SeekersGuidance is currently in the third iteration of the SeekersGuidance Internship Program. This is a six-month program available globally.

This internship is for ardent students of Islam, as well as professional and conscientious Muslims, who want to contribute to the spreading of Islamic knowledge and reliable guidance while learning professional skills as well.

We have all volunteered for a good cause at some point in our lives. It makes us feel good to be of service, to donate our time and expertise to something important. We've taken volunteering to the next level.



**Jamaaludeen Khan**  
Internship Manager

"Our interns are part of the Seekers Family. We love them, and we are proud of them."

I am continually impressed with their commitment, enthusiasm, and work ethic. They have taken this opportunity to serve very seriously. Their diligence in our training programs has shown me that they are always aspiring to broaden their horizons.

We want their experience in our Internship Program to be momentous, and we hope that it will make a huge difference in their future life and career paths."

Our internship programs have attracted applicants from 40 countries. In the current cohort we have successfully onboarded 40 bright and dynamic individuals, hailing from 18 different countries.

Our interns range from young students and stay-at-home moms to medical doctors, qualified aalims, and PhD graduates.

The outcomes of the SeekersGuidance Internship Program are:

## 1. Serving

An opportunity to serve Islam within a global organization

## 2. Learning

Training sessions twice a month; monthly counsels with our scholars

## 3. Personal Development

One-on-one mentorship sessions; personalized growth for each intern

"I joined the SeekersGuidance Internship Program because of the enormous impact that studying at SeekersGuidance had made on me. I witnessed how much work goes on behind the scenes. As an Intern, I was supported at every step and I was able to learn and grow. The dedication and spirit of the team are exemplary."

**Samrana Riaz**

*Previous Intern- Current Team Member  
Australia*

"I am humbled and honored by the opportunity to be a part of an organization striving to spread the light of knowledge across the world. Alhamdulillah, I have been inspired by my interactions here at Seekers and the examples set by our managers and others to strive for ihsan in my interactions and the practice of my faith."

**Noorien Bokharee**

**USA**

"I feel privileged to be serving an organization that is at the forefront of using digital technologies and striving for excellence in making accessible sacred knowledge and learning, globally."

**Ajaz Hussain**

**Saudi Arabia**



"Being an intern at SeekersGuidance is an outstanding, one-of-a-kind opportunity. Since the moment I entered the SeekersGuidance Internship, I was amazed by the amount of warmth, positivity, and hope spread daily in this lovely, big family."

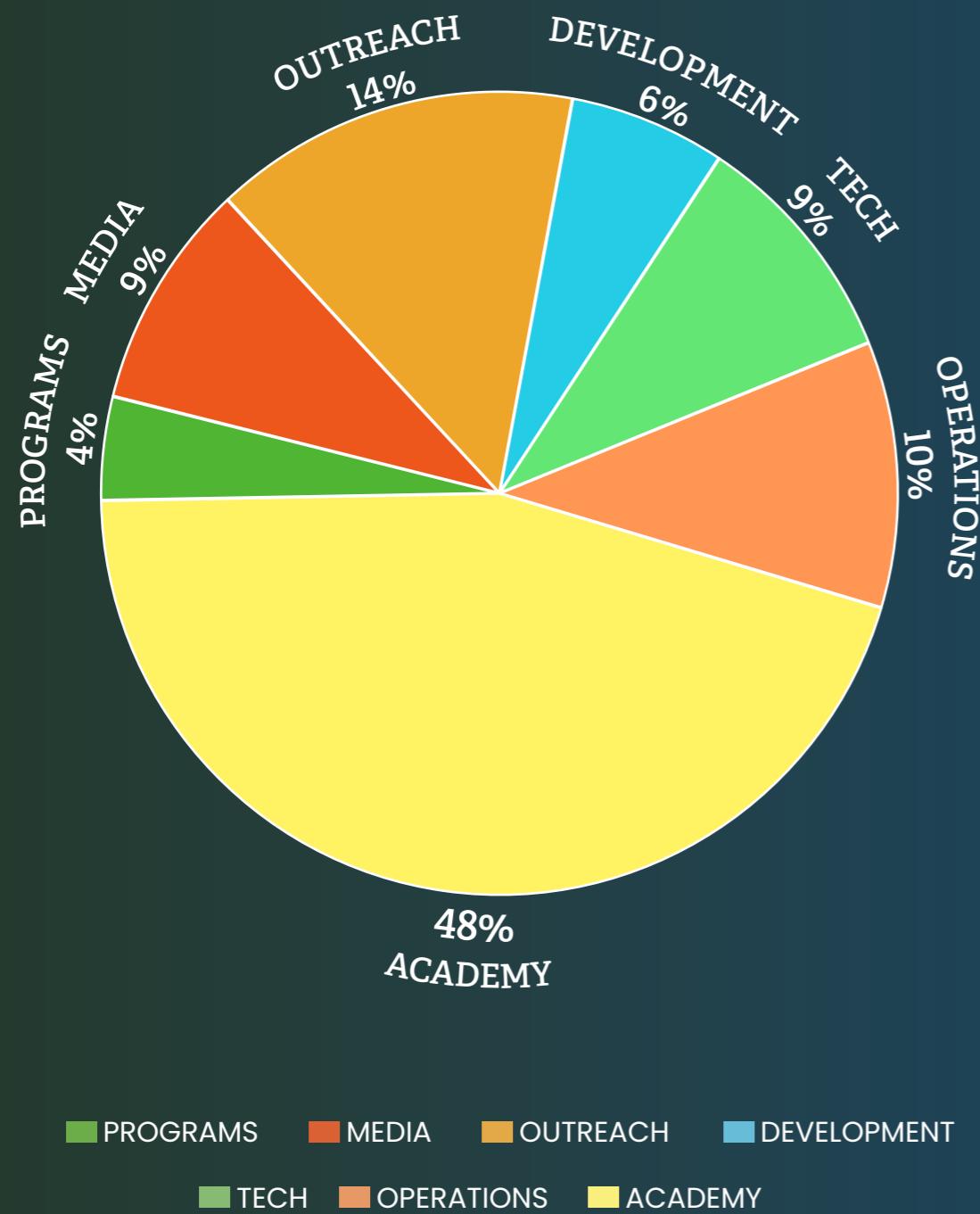
**Alia Selim**

**Egypt**

For more information, and to receive information about the next cohort, email [internship@seekersguidance.org](mailto:internship@seekersguidance.org)

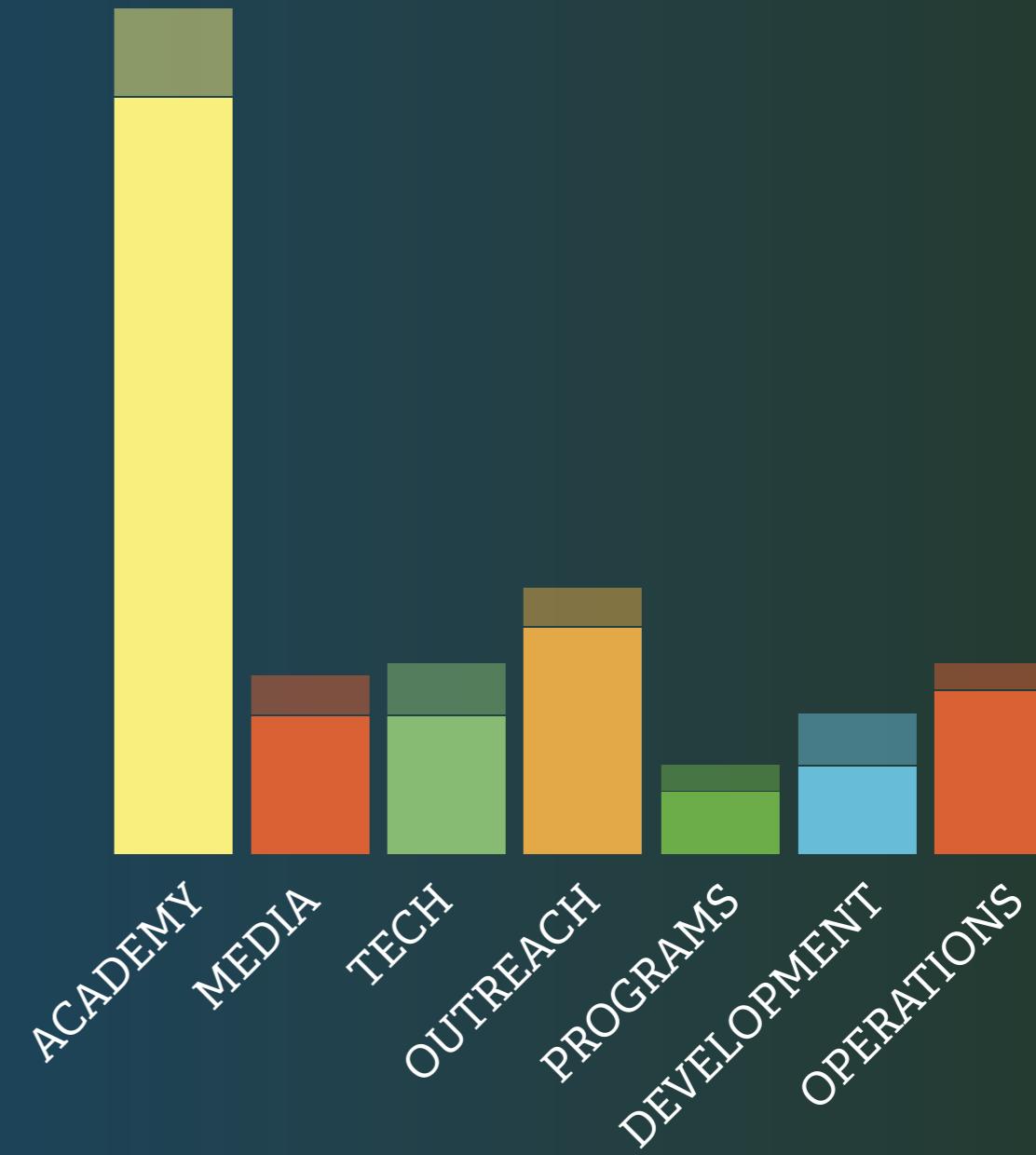


## ALLOCATION OF EXPENSES



## WHAT WE NEED TO GROW

To achieve our vision for 2022, we need the support of our donors, students, and supporters to reach \$150,000 in average monthly donations.





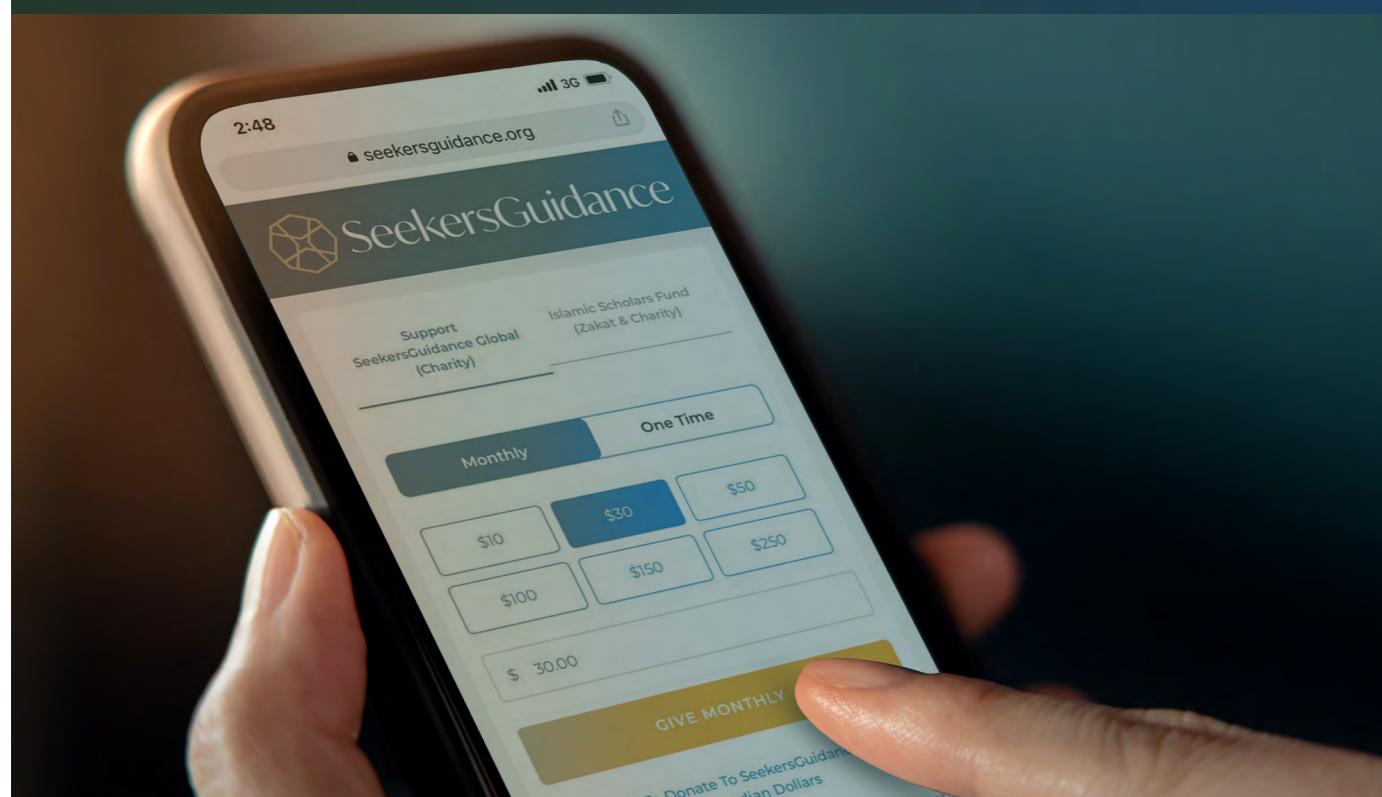
# Let's Step into the Next Chapter Together

Despite the amazing initiatives already set in motion, the road to the revivification and preservation of Islamic knowledge is paved by your ongoing generous support.

Help us preserve, spread, and revive reliable Islamic knowledge and guidance by becoming a monthly donor with SeekersGuidance today.

By joining our community of Seekers Visionaries, you have the opportunity to aid in the preservation of Islamic Knowledge - not only in our current time but for generations to come.

Your support can allow hundreds of thousands of students to acquire sound and reliable Islamic Knowledge, have direct access to reliable scholars, and engage in community programming rooted in authentic Islamic scholarship. Your support is truly transforming lives and communities.



SeekersGuidance

Become a Seekers Visionary  
by donating monthly today:

[seekersguidance.org/donate](https://seekersguidance.org/donate)

Collectively as an umma,  
**we can reach \$150,000**  
in monthly donations  
by the end of 2022.

Hand in hand we will bring  
forth clarity and guidance.

If you have any questions, we're here to help.  
Please don't hesitate to get in touch with us at:  
[development@seekersguidance.org](mailto:development@seekersguidance.org)