

ISLAM21C

IMPACT
REPORT
2025

GUIDING
MINDS
NURTURING
SOULS

HOW ISLAM21C
INSPIRED, EDUCATED
& EMPOWERED MILLIONS

Who are we?

Islam21c is a platform dedicated to empowering Muslims with clarity, confidence, and truth. We address the issues shaping our world through a principled Islamic perspective.

Content that empowers

Our digital output – from videos and podcasts to articles, reels, images, and email publications – nurtures the spiritual, intellectual, and emotional wellbeing of our audience, with guidance, insight, and transformative perspectives.

Campaigns with meaningful impact

Beyond content, we lead targeted campaigns for justice, advocacy, and public awareness. Each campaign is rooted in Islamic values and designed to create tangible, real-world change.

Our legacy and future

Over the last 19 years, Islam21c has become a trusted voice across the Ummah. We continue to evolve and increase impact, building a confident, informed, and empowered Ummah for generations to come.

Letter from the GM



By Allah's grace, 2025 has been a year in which Islam21c has witnessed something deeper than numbers or views. It has been a year of impact – the kind that transforms minds, strengthens hearts, and brings clarity, courage, and conviction in times of widespread confusion.

Across the world, the Ummah is facing **unprecedented challenges**. The narrative war surrounding Palestine has intensified, misinformation continues to spread at breakneck speed, and Islamophobia has embedded itself within institutions, media, and public discourse. At a time when truth is attacked and falsehood is amplified, the need for guided, principled, insightful voices has never been greater.

Alhamdulillah, Islam21c has continued to rise to this responsibility.

This year, we focused on producing content and **changing lives** through campaigns. We heard from countless people whose thinking was reshaped, whose despair was lifted, whose understanding of Islam deepened, whose confidence as Muslims strengthened. These stories – the comments, the emails, the conversations, the transformations – form the heart of this Impact Report.

This report brings together those **real voices** – the students, the parents, the activists, the new Muslims, the curious non-Muslims, the everyday believers seeking guidance. Their words remind us why this work matters and why we must continue it with greater ambition.

We are profoundly grateful to Allah, and then to our dedicated team, our generous supporters, our collaborators, and our global audience. **You are all partners** in this mission, and your support fuels every mind enlightened and every heart strengthened.

As we look ahead, the battle continues. But with your support, we will keep striving to ensure that **the word of Allah remains the highest**, and that the Ummah is equipped with insight, empowerment, and hope.

May Allah accept from us, overlook our shortcomings, and make our efforts a source of benefit for generations to come. Āmīn.

Zishan Khan
General Manager, Islam21c

OUR PURPOSE

Our VISION

To see Muslims empowered and impacting the world

Our MISSION

We educate and inspire Muslims with divine guidance and solutions through transformational digital content.

HOW WE MADE AN IMPACT IN 2025

From the voices of over a thousand of you, we found that our work touched lives in six meaningful and transformative ways.

1 GUIDING MINDS

Insight & Understanding

We help people make sense of complex issues with clarity, depth, and principled Islamic analysis – cutting through confusion and uncovering truth.

2 STRENGTHENING SOULS

Spiritual & Emotional Uplift

Our content inspires imān, hope, healing, and resilience, offering grounding and comfort in times of personal and global hardship.

3 DEFENDING TRUTH

Narrative Justice & Advocacy

We challenge misinformation, expose propaganda, and defend the oppressed – especially in the context of Palestine and global Muslim struggles.

4 EDUCATING THE WIDER PUBLIC

Global & Interfaith Reach

Our work reaches beyond the Muslim community, influencing journalists, thinkers, academics, and non-Muslims seeking clarity and honest analysis.

5 INSPIRING ACTION

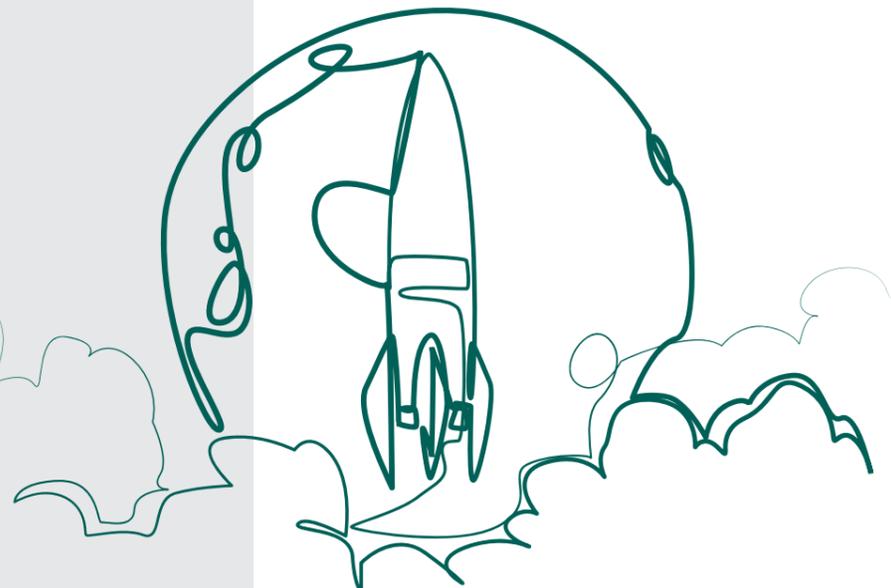
Campaigns & Community Mobilisation

We turn understanding into meaningful action, equipping people to advocate, contribute, and stand for justice through impactful campaigns.

6 BUILDING THE UMMAH MINDSET

Unity & Collaboration

We work with scholars, activists, organisations, and partners to speak the truth louder, strengthen collective da'wah, and cultivate a unified, empowered Ummah.



IMPACT LEVEL 1: INSIGHT & UNDERSTANDING

How Islam21c helped hundreds of thousands make sense of a chaotic world

Muslims across the globe are searching for guidance in this time of unprecedented falsehood.

One of Islam21c's most significant impacts in 2025 was helping people understand complex issues – political, theological, social, and spiritual – with depth, confidence, and certainty.

Across our content this year, people consistently expressed that Islam21c helped them:

- see through media distortion
- understand geopolitical realities
- gain new perspectives
- connect dots they never understood before
- strengthen their intellectual confidence as Muslims



"Such a helpful analysis jazakAllahu khayran for providing it"

@user-pv5wt4kf1t

"This is one of THE most profound of interviews/discussions."

@17tarot3

"Wonderfully explained. Thank you."

@AnesuMazowe

"Great video. Informative and well-researched."

@Zamal-ulz

"This conversation is very clarifying, thank you!"

@Zamal-ulz

**"EXCELLENT—
INSIGHTFUL
AND
INFORMATIVE."**

@maryga&rvin1715

**"SUBHAN ALLAH!
TO CONDENSE SUCH
VITAL KNOWLEDGE
IN THIS WAY IS TRULY
PHENOMENAL!
EVERYTHING IS
SUMMARISED WITH
SUCH ELOQUENCE
AND POWER!"**

@chahinefavot7725

*"I have to say this video
has inspired me a lot!!"*

@AlexisHayden-n8c

*"It is heartening
listening to mature
analysis of the Sheikh"*

@zeenatsuleman1403

*"The perspective...
did open my eyes as to
what was going on in
Palestine prior to 1948."*

@bambi-i8n

*"Thank you so very
much for saying what
I have felt inside my
heart all along."*

@17tarot3

*"Honestly, I could
actually feel my heart
and soul healing and
filling with hope while
listening. Thank you
for this precious gift."*

@Zamal-u1z

IMPACT LEVEL 2:

STRENGTHENING SOULS – SPIRITUAL & EMOTIONAL UPLIFT

***Inspiring imān, hope, healing, and
resilience in challenging times***

One of Islam21c's deepest impacts in 2025 was found in many people turning to our content for both clarity and strength.

Across the year, countless viewers and readers expressed how our content:

- renewed their imān
- lifted their hopelessness
- softened their hearts
- gave them sabr and perspective
- reminded them of Allah's justice and mercy
- helped them cope with the pain of global events



IMPACT LEVEL 3:

DEFENDING TRUTH — NARRATIVE JUSTICE & ADVOCACY

Challenging misinformation, exposing propaganda, and standing firmly with the oppressed

2025 was a year in which the global battle for truth intensified. Nowhere was this more evident than in the narrative war surrounding Palestine. As mainstream media distorted reality and dehumanised victims, people turned to Islam21c for explanations rooted in justice, integrity, and evidence.

Our content helped thousands:

- see through propaganda
- recognise structural injustice
- understand political realities
- find language to articulate the truth
- defend the oppressed with confidence
- challenge lies in their own networks
- reconnect global events with Islamic principles



*“Very informative...
I have gained great
insight into what it
means to embrace
one’s religion.”*

@tommyeadams4045

*“How interesting.
The Rabbi said,
“From the Palestinians
they stole land, and
from us they stole
identity!” Profound.”*

@daydreampeace

*“May the truth be
unveiled to all, and
may justice reach
those who commit
injustice.”*

@Brabus087

*“Fantastic
conversation,
as it’s provided
guidance/advice”*

@bushraqureashi

*“This is a really good
and important video
to share the truth of
peace and unity”*

@robphillips8351

**“ABSOLUTELY...
TRUTHFUL FACTS.
WHEN YOU BRING
IT HOME, IT HITS
HARDER. MAY ALLAH
GIVE US VOICES TO
SPEAK THE TRUTH
AND SEE HYPOCRISY
FOR WHAT IT IS.”**

@neawarunnessa6844

“JAZAKALLAHU KHAIRAN,
SHAYKH HAITHAM
ALWAYS ON POINT WITH
HIS ANALYSIS, LOOKING
AT IT AT DIFFERENT
ANGLES THAT PEOPLE
FORGET. MAKES ME
EVEN MORE CONFIDENT
THAT WE WILL SEE
VICTORY IN THE UMMAH,
WHICH IS THE PROMISE
OF ALLAH.”

@PhanakisHajittofi

“Thank you for
informing us we
have so much
to learn”

@margiesadan7999

“Excellent
analysis”

@azrakan558

“Such a helpful
analysis,
jazakAllahu
khayran for
providing it”

@user-pv5wt4kf1t

“Great insight.
Great analysis.
Jazakallahu
khayran for
sharing.”

@RakiyaAdamu-y9o

“Great video.
Great explanation.
Great interview.”

@multiple

IMPACT LEVEL 4: EDUCATING THE WIDER PUBLIC: GLOBAL & INTERFAITH REACH

**Extending clarity, understanding,
and truth far beyond the
Muslim community**

One of the most remarkable aspects of Islam21c's impact this year was how deeply our content resonated outside the Muslim community. Journalists, activists, academics, and non-Muslims increasingly turned to us for clarity on global issues — especially Palestine.

This reflects a growing global appetite for:

- honest, principled analysis
- perspectives rejected or silenced by mainstream media
- ethical, human-centred narratives
- counterpoints rooted in truth, not propaganda

Many people encountered a new level of insight that challenged their assumptions and reoriented their understanding of Muslims, Islam, and global injustices.



IMPACT LEVEL 5: INSPIRING ACTION — CAMPAIGNS & COMMUNITY MOBILISATION

Turning clarity into courage, awareness into meaningful action

A defining element of Islam21c's impact this year was how our content mobilised people. When an audience understands injustice, they don't stay silent. They act. Indeed, our audience learnt from us and went on to share, speak out, join campaigns, and raise awareness.

Across thousands of comments, people described how Islam21c inspired them to:

- stand up for Palestine
- challenge misinformation in their circles
- have difficult conversations
- share truthful content with family and friends
- join protests, boycotts, and advocacy efforts
- feel confident speaking up
- support the oppressed with knowledge and conviction

"Bless you and your team for this info! Never heard of the details of these events in London, England/Britain, UK."

@livinglyrics2778

"We will not be divided, we are united in peace for Palestine"

@AliceWatts-d3v

"Big respect to those who defend the oppressed and the defenceless"

@ts4095

"This was excellent. Jazakallah khair. FREE PALESTINE"

@RosewiththornsRWT

"The courage of these activists is to be respected, an example for us all. Free Palestine"

@samirab6769

"THE SINGLE MOST IMPORTANT VICTORY IN THIS CONFLICT BELONGS TO THE PEOPLE OF GAZA, WHO NEVER LOST HOPE AND REMAINED ON THEIR LAND. THIS REPRESENTS ISRAEL'S GREATEST FAILURE: THEIR INABILITY TO DEMORALISE THE POPULATION."

@msncmd

*"I LOVE THIS.
IT CONSOLIDATES
OUR CONNECTIONS
WITHIN THE
COMMUNITY"*

@kiwilander

*"This is a really good
and important video
to share the truth of
peace and unity."*

@robphillips8351

*"Thank you for
being a voice for
the voiceless."*

@ummj.2738

*"Thank you for
informing us we have
so much to learn
from each other."*

@margiesadan7999

*"Thank you for
this upload, very
informative. And
big thanks to our
Abrahamic brother
rabbi Beck."*

@NileH101

*"We love you, on
behalf of the 9 billion
people, THANK
YOU, we salute your
opinion on the truth."*

@aaa44075

IMPACT LEVEL 6: BUILDING THE UMMAH MINDSET: UNITY & COLLABORATION

**Strengthening a global sense of
belonging, solidarity, and shared purpose**

One of Islam21c's most profound impacts in 2025 was cultivating a powerful sense of Ummah consciousness – reminding Muslims that they are part of something bigger, connected, and purposeful.

They expressed:

- solidarity with one another
- collective outrage at injustice
- gratitude for scholars and activists
- a sense of global togetherness
- pride in Muslims speaking truth
- appreciation for collaboration across organisations
- unity in grief, hope, and resistance

Islam21c helped reinforce the bond of the Ummah – emotionally, intellectually, and spiritually, during a period of fragmentation, individualism, and misinformation that is tearing people apart.



IMPACT REACH

A global snapshot of how far our impact travelled in 2025 – showing the work we produced and the audiences we reached worldwide.*

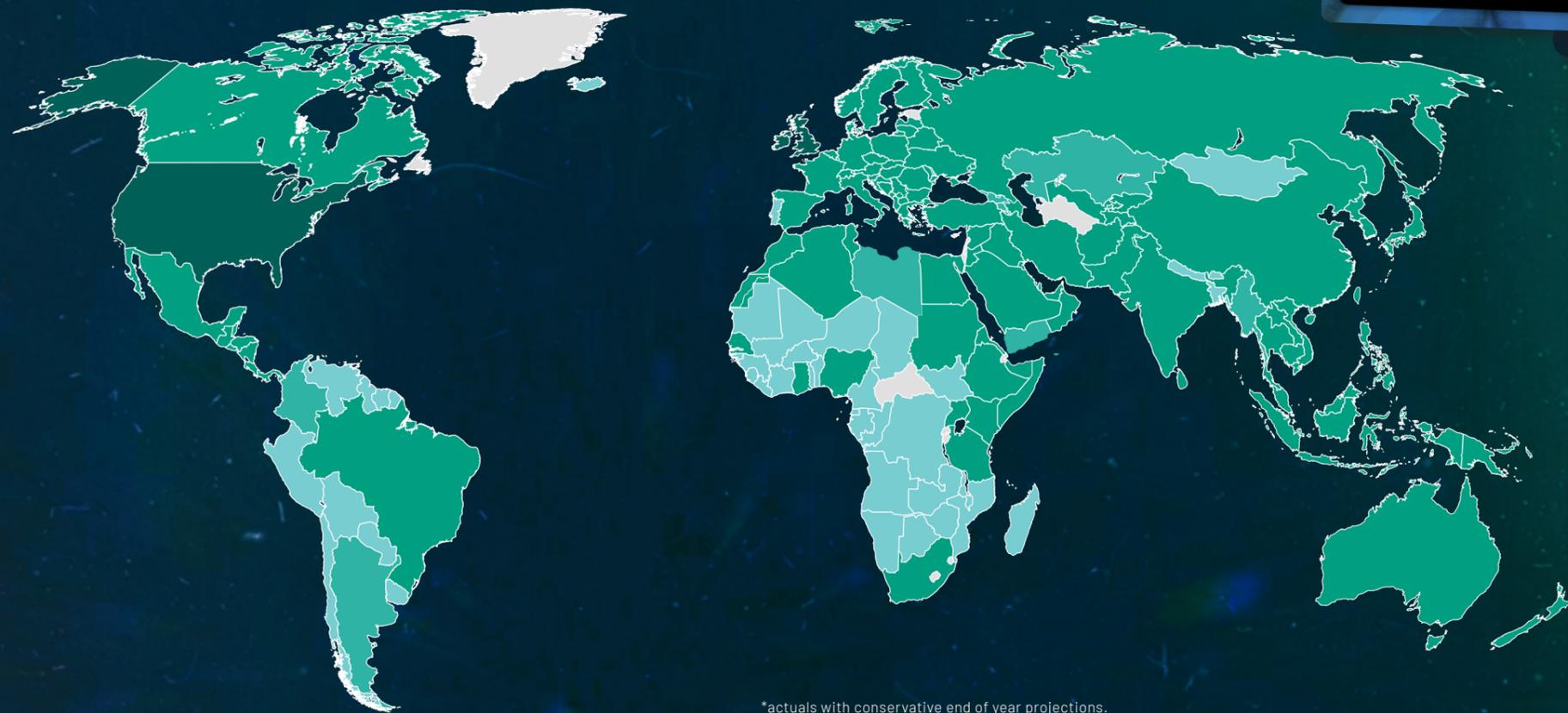


2025 STATS

Exposure of **17.3M**

Watch time of **9.6M** mins on YouTube alone

17.3M REACH



ALL-TIME

Exposure* of **117M+**

Watch time of **43M+** mins on YouTube alone

Millions of interactions

400K+ Subscribers



4 IMPACT CAMPAIGNS



31 PODCASTS

99 ARTICLES

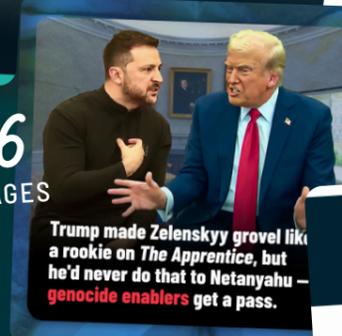


200 REELS



58 VIDEOS

96 IMAGES



60 EMAILS

*actuals with conservative end of year projections.

IMPACT CAMPAIGNS

Each of our campaigns reflects our vision to empower the Ummah: educating, inspiring, and mobilising communities toward lasting, meaningful positive change.

ACTIVE



PALESTINE TRUTH

UNCOVERING REALITIES. UNITING VOICES.

Standing with Palestine by sharing authentic narratives and truths.

- Educational video series
- Engaging resources
- Amplifying Palestinian voices
- Promoting scholarly engagement
- Countering misinformation



GUARDING INNOCENCE

UPHOLDING MORALS. PRESERVING CHILDREN.

Safeguarding children's innocence in an age of harmful ideologies.

- Education on RSE curriculum
- Workshops for educators
- RSE research
- Scholarly articles
- Islamic RSE resource promotion

UPCOMING



Power of a MUSLIM WOMAN

EMPOWERING HOMEMAKERS. STRENGTHENING SOCIETY.

Empowering Muslim homemakers and their essential role in society.

- Creation of a dedicated website
- Powerful infographics
- Promotional memes and images
- Online course for homemakers
- Weekly podcast series



HOLD ON

HOLD ON TO LIFE. HOLD ON TO HOPE.

Raising awareness and offering support for suicide prevention in the Muslim community.

- Centralised suicide-prevention website
- Islamically-framed infographics
- Short "Reasons to Live" video series
- Downloadable resource packs & guides
- Community-focused podcast, training, & workshops

IN-DEVELOPMENT

Digital Ambassadors

CONTENT FOR ALLAH, NOT THE ALGORITHM

Empowering sincere Muslim creators to reclaim the digital space with value-driven da'wah.

- Weekly webinars & training programmes
- Content competitions for emerging Muslim voices
- Online da'wah code of conduct publication
- Video & article series on sincere, Allah-centric content
- Movement-building recruitment for 1,000 righteous digital ambassadors

MERCY in MOTION

BE THE CHARACTER THAT CHANGES THE WORLD.

Reviving Prophetic character through daily acts of mercy, emotional intelligence, and community kindness.

- Weekly character-focused themes & video lessons
- Community challenges & encouraging random acts of kindness
- Training on akhlāq, communication, & emotional intelligence
- Neighbourhood engagement & family-based mercy initiatives
- eBooks, articles, & khutbah templates on Prophetic character

WORKING TOGETHER FOR A GREATER IMPACT

Our work is built on a simple truth: no single organisation can empower the Ummah alone. Real transformation happens when Muslims unite their strengths – scholars, Imams, creators, thinkers, charities, educators, and activists – all contributing to a shared mission of truth, justice, and empowerment.

One of our closest partners this year has been Mercy to Humanity, a trusted and approved charity dedicated to serving vulnerable communities around the world with dignity, sincerity, and compassion.

Together, we worked to provide:

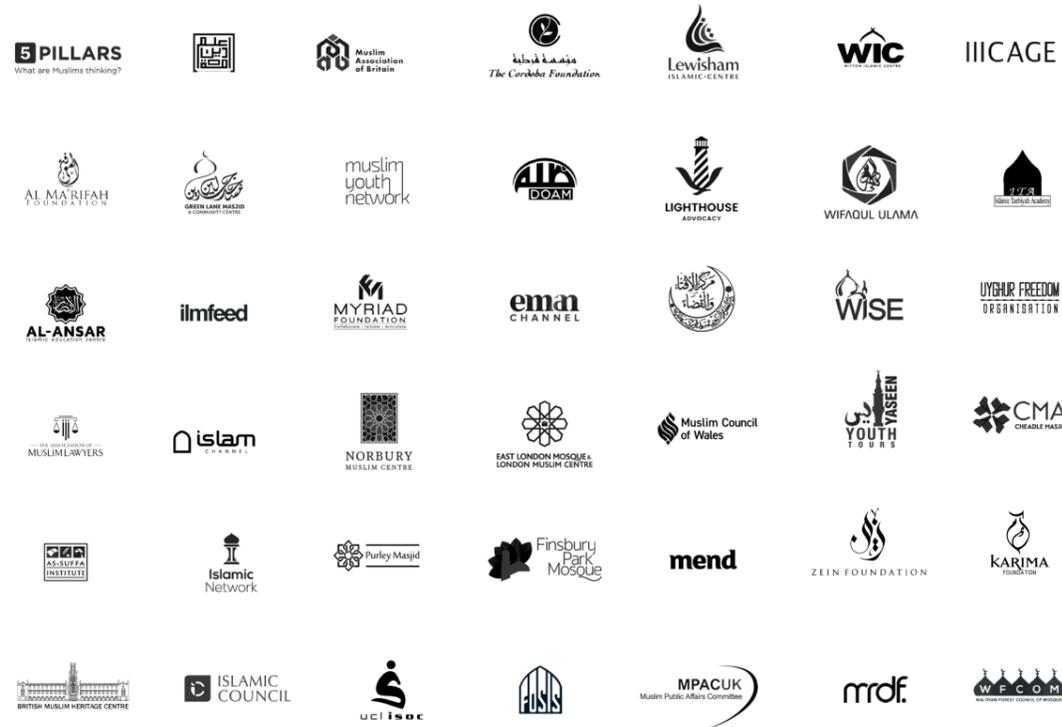
- Emergency aid for refugees & vulnerable families
- Urgent relief distribution & crisis response
- Imam support & community leadership aid
- Orphan care & welfare programmes
- Essential food distribution & emergency supplies

SUDAN, GAZA (PALESTINE), JAMMU & KASHMIR, INDIA, ALBANIA, YEMEN, SYRIA



Mercy to Humanity embodies the Prophetic ethos of mercy – and our partnership reflects our shared commitment to bringing hope, justice, and relief to those who need it most.

MORE PARTNERS



OUR CHARITY PARTNER
MERCY TO HUMANITY



AMONGST MANY SCHOLARS, LEADERS, ACTIVISTS, AUTHORS, & INFLUENCERS.



A SINCERE THANKS TO **YOU** FOR BEING PART OF THIS JOURNEY.

May Allah reward our supporters, authors, contributors, partners, and volunteers who make this work possible.

Your support fuels everything we do at Islam21c. Every donation is a trust, and we honour it with great responsibility and care. We ensure that all funds are used efficiently and in line with our mission – creating content and campaigns that empower the Ummah.

2025 Income
£216,334

Expenditure

Admin/HR/Finance £7,563	Marketing £9,385	Services £30,000
Business Development £9,844	Contributors £6,000	Operational Costs £123,650
Equipment £314.99	Media Production £11,797	
Software & Subscriptions £6,906		

Total expenditure
£205,456



A special KIND OF INVESTMENT

SADAQA JARIYAH

Sharing knowledge is a continual form of charity – offering endless benefits and rewards, effective beyond our lifetime.

SAVING SOULS

While providing worldly aid is crucial, guiding a soul towards the Hereafter ensures ultimate success.

WORLDWIDE IMPACT

Our content and campaigns resonate across the globe, positively touching lives in every corner.

MULTIPLYING BENEFITS

Our content is shared over and over, creating a ripple effect with benefits further than initially imagined.

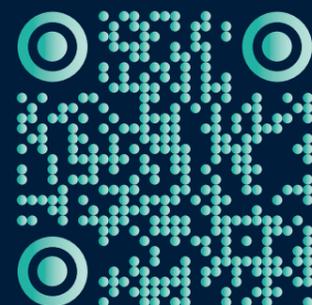
SUSTAINED LEGACY

Contributions establish a long-lasting legacy of empowerment, influencing future generations.



WOULD YOU LIKE TO SHARE IN THE REWARD OF ISLAM21C?

Become a supporter and make a donation
online at: islam21c.com/donate



THANK YOU MAY ALLAH ﷻ BLESS YOU...

...every time our work impacts,
and knowledge is gained,
understanding is deepened,
insights are developed,
inspiration is kindled,
doubts are dispelled,

questions are answered,
minds are enlightened,
perspectives are widened,
truths are revealed,
beliefs are strengthened,
hearts are moved.

ISLAM21C

**EMPOWERING
CONTENT.
IMPACTFUL
CAMPAIGNS.**

islam21c.com



[/islam21c](#)