Assalamu Alaikum Wa Rahmatullahi Wa Barakatuhu

I hope this message receives you well. I write to you today to invite your organisation to take part in the annual Islamophobia Awareness Month (IAM) campaign due to take place in November.

**What is Islamophobia Awareness Month?**

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, councilors, 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 is IAM important?

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.

In order to achieve the objectives of the campaign we need organisations from all walks of life to take part and increase the awareness of Islamophobia in our society so we can bring about real change.

## What do we need from you?

1. Your written acceptance to support this collective initiative as a ‘Supporter of the Campaign’.
2. Please send us your logo so we can add it to the campaign website.
3. Please look through our info pack to find out how you can get involved in the campaign.
4. Contact details of your lead person (up to two people) who we can contact to help coordinate all aspects of our campaign.