



Islamic Unity Society

Vision

2020+

A refresh of IUS's vision for the next 3 years
July 2020

Our purpose



Vision statement

Muslim youth who are strong, united and active contributors in society

Mission statement

Empower young British Muslims to develop, grow and engage in the UK through the universal principles of Islam

Slogan

In Unity there is Strength

Values and principles

- Unity, diversity, contribution and productive
- Creative, ambitious and positive in what we do
- Progressive, yet principled in mainstream school of Ahlulbayt

Projects' focus

Mind, Body and Soul

What's unique about IUS?



Genuine, proactive and committed to collaboration/unity



Openly driven by the values of Holy Qur'an & Ahlulbayt AS



Strong diversity as a group from different backgrounds & cultures



Innovative platform for youth



Nationwide and accessible



Independent, not driven by a specific mosque / centre / group



Strong and long-standing reputation
(25 year anniversary in 2020)



Challenges of our time



Religious apathy from secularist & materialistic influences



Community not ready to be unified, operating in silos



Many competing organisations doing similar things (saturation)



Lack of diversity & representation in the community e.g. female leaders, reverts, youth



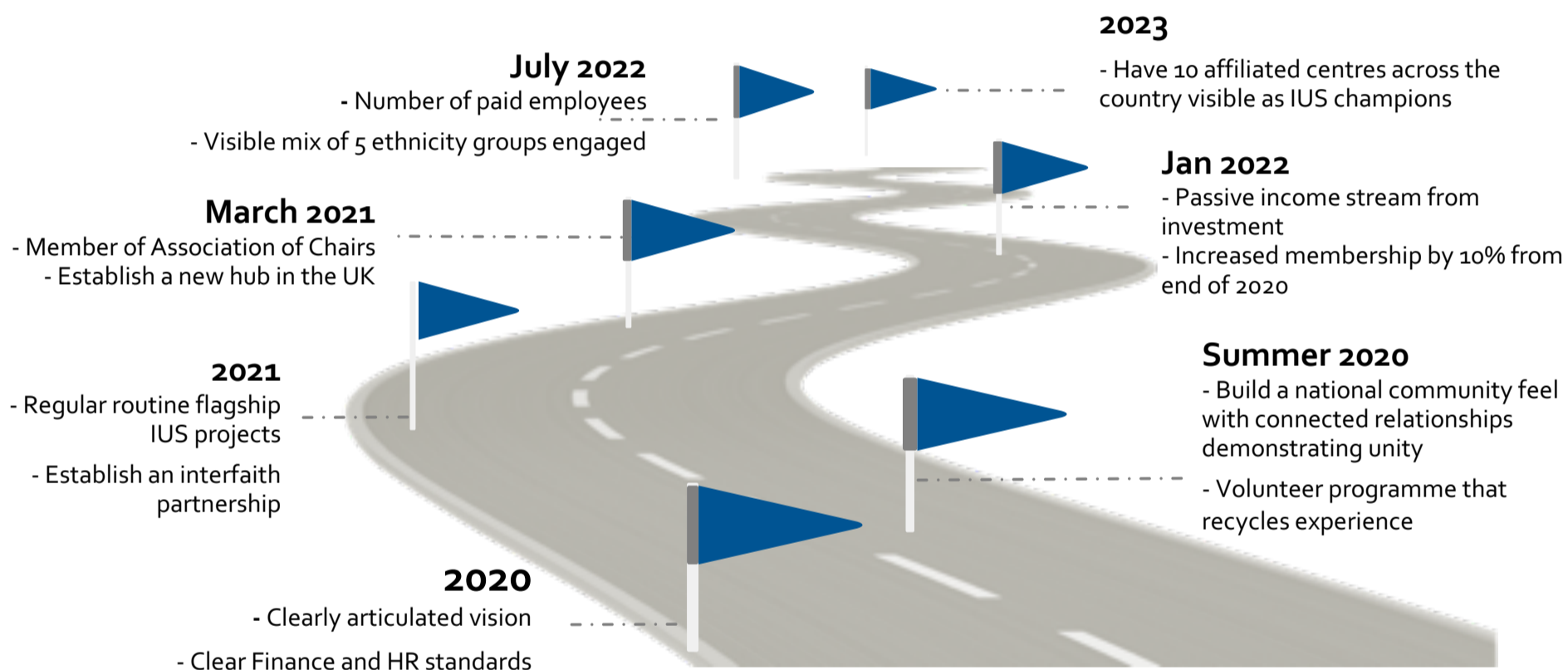
Rise of Islamophobia



Sustainable income & funding

IUS roadmap

A lookahead of the ambitions and milestones for IUS over the next 3 years from 2020





Our style

VOLUNTEER VALUES



PROJECT CATEGORIES



What we do



Setting a foundation for upcoming generations



A differentiator by innovating (usually first movers) to breed iconic initiatives



A platform to incubate new projects/ideas & provide support for volunteers across the UK



Creating a family network of diverse youth as lifelong friends



Adapting to gaps to educate and engage the youth



Inspiring and reinvigorating people's faith





+44 7724 126461



marketing@ius.org.uk



www.ius.org.uk