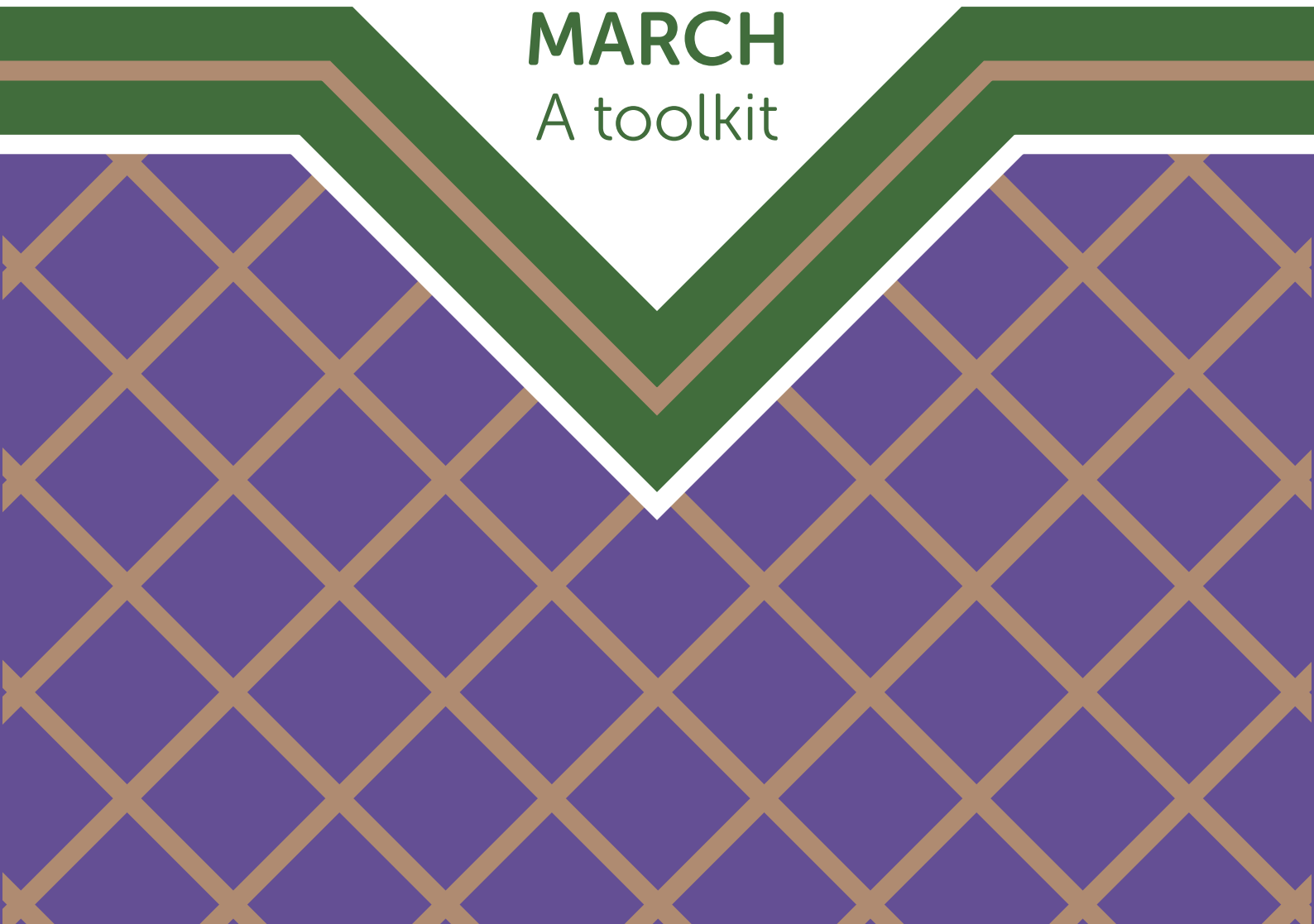


MUSLIM HERITAGE MONTH

MARCH
A toolkit



Aim of Toolkit

The purpose of this toolkit is to offer guidance on how to mark and acknowledge **Muslim Heritage Month**. The goal is to improve engagement and understanding of Muslim communities. The ideas presented in this toolkit are not exhaustive.

The toolkit is for anyone seeking to promote awareness of Muslim contributions:

✿ Muslim Stakeholders

Individuals, employees, staff networks, businesses, or charities within the Muslim community may find value in utilising Muslim Heritage Month as a platform to dispel stereotypes and educate others about the diverse aspects of Muslim culture, faith, heritage, history, and contributions.

✿ Non-Muslim Stakeholders

Individuals, businesses, public services, and charities outside the Muslim community may also find this toolkit beneficial in leveraging Muslim Heritage Month to enhance engagement with and understanding of Muslims, who could be their employees, colleagues, clients, partners, or service users.



The Theme

The ties that unite us

Muslim and British Culture

Why has March been chosen to mark Muslim Heritage Month?

March has been selected as the month to commemorate Muslim Heritage Month to coincide with the UN's acknowledgment of the 15th of March as the International Day to Combat Islamophobia. Additionally, in its inaugural year of March 2024, the start of Ramadan also falls in the same month.

Why is Muslim Heritage Month needed?

The significant contributions of Muslims to society are frequently neglected or misrepresented. Prejudice against Muslims persists also influencing their experiences.

A dedicated month for commemoration therefore:

- serves as a crucial occasion to reflect on inclusion and aid Muslims in establishing a sense of belonging.
- allows everyone to exchange, celebrate, and better understand the histories, impact, and culture of Muslims.
- provides a valuable, designated moment in the yearly calendar to highlight the successes and accomplishments of Muslims, promoting and celebrating their contributions to British society.
- helps to counter prejudice and dispel negative attitudes towards Muslims.



The Arab Room, Cardiff Castle

Who should mark and celebrate Muslim Heritage Month?

Muslim Heritage Month can be marked and celebrated by any individual, group, organisation or institution. Although not an exhaustive list, here are some key groups that could actively participate:

✧ Community / Charity Organisations

Non-profit organisations, religious groups, informal local groups and community centres can play a significant role in organising events that showcase the diverse aspects of Muslim heritage and contribution.

✧ Professional Networks

Professional bodies and networks can actively celebrate Muslim Heritage Month by implementing various initiatives that promote awareness, understanding, and inclusion. Unique perspectives and achievements of Muslim professionals can be promoted and celebrated.

✧ Educational Institutions

Schools, colleges, and universities can organise events, lectures, and activities that highlight Muslim heritage, history, and contributions.

✧ Businesses and Corporations

Companies can demonstrate their commitment to diversity and inclusion by acknowledging and celebrating Muslim Heritage Month. This may involve organising internal events with employees or supporting external initiatives with partners, their customers or other stakeholders

✧ Public Bodies

Local, regional, and national government / public bodies can officially recognise and endorse Muslim Heritage Month. They can host events, provide Ministerial endorsements, issue announcements, and support initiatives that promote understanding and inclusion.

✧ Media Outlets

Television, radio, newspapers, and online media can contribute by featuring stories, interviews, and programs that highlight the positive aspects of Muslim heritage, culture and contribution.

What are the ways to recognise Muslim Heritage Month?

There are many ways to acknowledge, mark and celebrate Muslim Heritage Month. While the following list is not comprehensive, some examples include:

✧ Hold Events

- Host seminars, webinars, panel discussions or workshops that focus on the contributions of Muslims in various professional fields.
- Conduct tea and chat or lunch-and-learn sessions where Muslims can share their personal stories and experiences, fostering a better understanding of the challenges and successes.
- Hold celebratory dinners, for example a Muslim Heritage Month themed dinner / lunch or celebrate Eid or Ramadan (even if means doing it outside of March).
- Highlight successful Muslim professionals, entrepreneurs, and leaders to inspire others.
- Facilitate conversations that encourage open dialogue about cultural differences and similarities. This can help break down stereotypes and foster a more inclusive professional environment.

- Invite Muslim speakers when holding an event.
- Organise interfaith events.
- Host or partner to support Muslim arts festivals.
- Hold Muslim charity open days e.g. mosque open days.

✧ Create and Promote Resources

- Develop and distribute resource materials that provide information about Muslim heritage, traditions, practices, history or role models. This can serve as a valuable reference for others looking to learn more.
- Read and promote books with Muslim authors.
- Share facts and information and positive stories about Muslims in Britain.
- Promote visibility of Muslim colleagues within the organisation through newsletters.
- Organise games, trivia and challenges to increase knowledge about Muslim communities.

Support Charitable Initiatives

- Encourage participation in charitable activities that benefit the wider Muslim community. This could involve volunteering, fundraising, or supporting social initiatives that align with the values of Muslim Heritage Month.
- Support Muslim charities through partnerships or in-kind support e.g. through employee secondments.
- Donate to Muslim charities.
- Promote and highlighting the work of Muslim charities.
- Provide Free advertising for a Muslim charity / Muslim Heritage Month.

Story Telling

Recognise and use the power of storytelling through different mediums to uplift and promote Muslim experiences, history, culture, and heritage. Examples could include telling Muslim stories of:

- Diversity of Muslim in Britain.
- History of Muslims in Britain.
- Overcoming challenges.
- Migrants and refugees.
- Converts / Reverts.
- Difference made by volunteers and charities.
- Contributions to British history e.g. world wars, rebuilding after the wars, NHS, etc.
- Contributions to different sectors historically e.g. medicine, science, maths, inventions, trade and the economy etc.
- Role models.
- Achievements and successes.
- Fashion.
- Cuisine.



Ramadan Lights on Oxford Street, London

Diversity and Inclusion

- To help create a more inclusive workplace culture, implement diversity and inclusion training programmes that specifically address the unique needs and perspectives of Muslim professionals.
- Nominate Muslim colleagues for awards.
- Celebrate Muslim women during International Women's Day.
- Give Muslim Heritage Month themed gifts (or acknowledging Ramadan / Eid with cards or gifts).
- Gain education and insight into the issues faced by Muslims.
- Share data highlighting the inequalities experienced by Muslims.
- Facilitate the setting up of a Muslim staff network if one does not already exist.
- Provide work experience to Muslims.
- Provide volunteering opportunities to Muslims.
- Support, host and promote Muslim art, music, photography, poetry, music, film etc.
- Support and promote Muslim writers, actors, directors .
- Have more story telling of Muslim experiences.
- Host performances and exhibitions by Muslim artists.
- Provide complimentary tickets for the opportunity to attend various events, such as sports gatherings, to enhance accessibility.
- Organise guided tours of your organisation to offer Muslims a chance to familiarise themselves with your work.
- Explore and visit Britain's Muslim heritage sites.
- Explore and promote any organisational Muslim history or influence e.g. in architecture or links to historical Muslim figures.
- Show solidarity to Muslim individuals and causes.



How to promote Muslim Heritage Month

Muslim Heritage Month initiatives should be approached with respect, cultural sensitivity and a genuine desire to educate and celebrate.

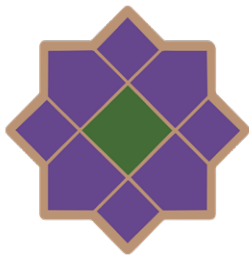
Ways to promote could include:

- Using / promoting the Muslim Heritage Month logo
- Using the Muslim Heritage Month placards (can be ordered)
- Acknowledging Muslim Heritage Month on internal and external communications such as newsletters, posters, logo on internal TV monitors used for marketing
- Promotion through social media e.g. Facebook, Linked In, Instagram: [@muslimheritagemonth](#) and X: [@muslim_month](#)
- Using relevant hashtags such as [#muslimheritagemonth](#) to which the year could be added. Another hashtag could include [#MHM2024](#) ([#MHM2025](#), etc.)
- Getting both Muslim and non-Muslim social media influencers involved
- Re-sharing Muslim Heritage Month content by others

Muslim Heritage Month website

Some useful material, positive stories and historical information can be found on the Muslim Heritage Month website: www.muslimheritagemonth.org.uk.

Information includes, resources, news stories, British Muslim History Timeline, and more.



MUSLIM
HERITAGE
MONTH

Further Information

If you are stuck on how to mark Muslim Heritage Month or to request Muslim Heritage Month placards, then contact us at the Muslim Women's Network UK mhm@muslimheritagemonth.org.uk / **0121 236 9000**

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