



SeekersGuidance  
THE GLOBAL ISLAMIC SEMINARY

# THE SEEKERS GROWTH FUND

## 2020

Invest in urgent, profound, and  
lasting impact

We've served **250,000**  
students so far.

Help us reach **1,000,000...**

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

SeekersGuidance is a registered 501(c)(3) nonprofit organization in the US.



Shaykh  
**Faraz Rabbani**  
Executive Director

# INTRODUCTION FROM THE EXECUTIVE DIRECTOR

Assalamu alaikum,

Alhamdulillah, SeekersGuidance has been growing in reach and impact. We closed 2019 having reached:

- 250,000 STUDENTS SERVED IN OUR ONLINE COURSES
- FOUR MILLION UNIQUE VISITORS TO OUR WEBSITE
- ALMOST 150 ONLINE COURSES--ALL COMPLETELY FREE.

We also **raised \$1 million in our Islamic Scholars Fund**, supporting deserving scholars and students, around the world.

We have **successfully expanded our course coverings** to complete much of Steps One and Two, and some of our **STEPS Islamic Studies Curriculum**.

We've also **successfully launched Seekers-Guidance courses and content in Arabic**, through our Arabiyya project.

We've **on-boarded a leading expert in Arabic** as a second-language, Shaykh Mumin Al-annan (whom I studied with in the late 90's in Damascus), and are launching both a **Learning Arabic program online and accompanying textbook**.

On January 25th, classes began at Seekers-Guidance's Dar al-Fuqaha Seminary in Istanbul, at the historic Mevlevihanesi. There are 15 weekly classes, taught by leading scholars, including Shaykh Usama al-Rifa'i, Shaykh Khalid Kharsa, and Dr. Mahmud Masri. Every class is at capacity--over 100 students. This seminary project will offer a full curriculum of Islamic studies, and a Specialization in Islamic Law and Method, to train scholars of the highest calibre, to serve communities across the world.



## GROWTH BRINGS CHALLENGES: Raising a Million in 2020 To Exponentially Grow Our Reach and Impact

We have an **urgent need to invest in six key areas to fulfill our mandate of becoming the world's first truly Global Islamic Seminary**--through our online learning portal of knowledge and guidance; and complemented with our on-ground seminars in Toronto, Istanbul, and teachers on five continents.

The **Seekers Growth Fund** seeks your support to raise \$1 million **to reach one million students in our online courses and to serve at least 10 million unique visitors annually by end of 2022**.

This investment will also enable us to **improve the depth of our educational offerings; better serve our students** through a world-class student learning experience; and **reach a wider range of key audiences**--including our youth and those seeking to learn Arabic through our full educational offering in Arabic.

The time for critical investment is now.

We have grown largely through a large network of small, regular donors.

However, without critical funding, SeekersGuidance runs the risk of missing the opportunity to become a transformational institution, an opportunity years in the making.

The **project areas chosen for this Growth Fund have deep and wide impact**--and will help with our **long-term stability and sustainability**.

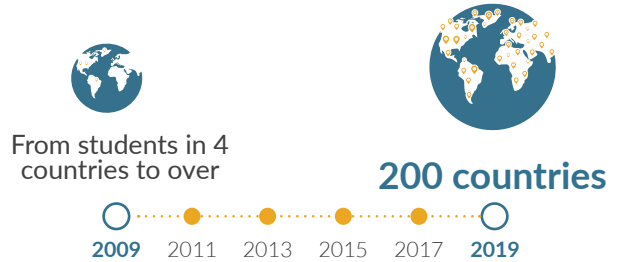
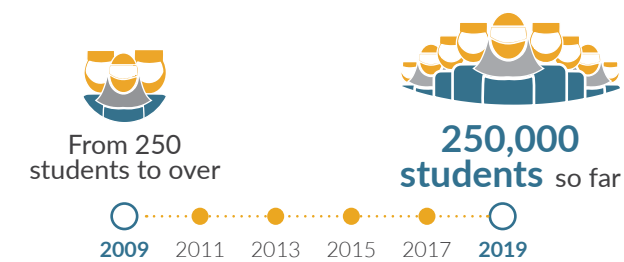
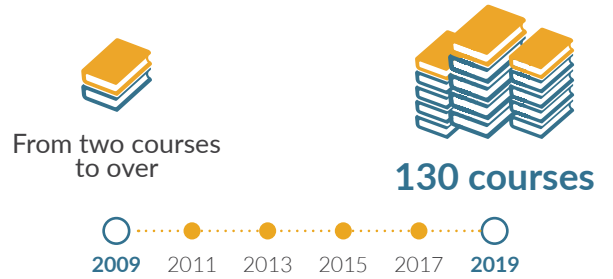
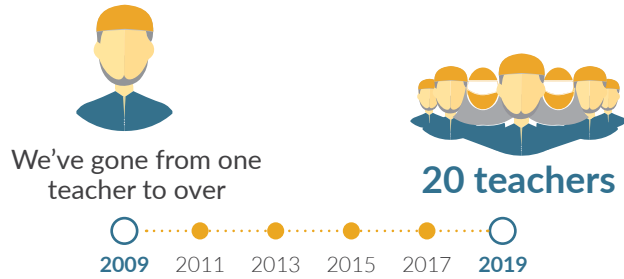
These projects have been **long in the planning, development, and effort**--and are now **poised for implementation, to meet great Ummatic need and to make a long-lasting impact**, by the Grace of Allah.

Help us make this vision a reality through your prayers and active support.

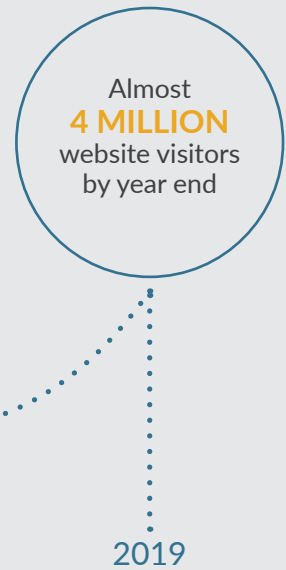
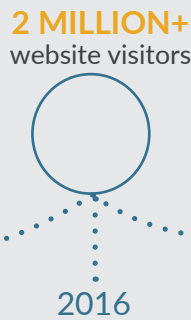


# WHAT SEEKERSGUIDANCE HAS ACHIEVED SO FAR

## THIS IS OUR IMPACT:



## GLOBAL IMPACT WHAT WE DO REFLECTS WORLD WIDE



1

Global Impact

2

World-Class **STEPS** Curriculum

3

Completely **FREE**

4

Lives Transformed

5

Reliable & Balanced Message



**On-Demand Courses**  
Instant and **FREE** download



Qur'an Classes



**Q&A Service**  
the largest online repository of answers, to everything



**Monthly Critical Issues Seminars**



**STEPS Curriculum Courses**  
a structured journey from Essentials to Mastery



**Community Engagement Programs**



Podcasts





**The Islamic Scholars Fund**  
direct support for Scholars and Students of Knowledge in Need





# OUR GLOBAL FACULTY


## North & South AMERICA


- 


**Shaykh Faraz Rabbani**  
Founder & Executive Director,  
Resident Scholar - Canada
- 


**Shaykh Muhammad Ba-Dhib**  
Resident Scholar & author of more than 70 books in various fields of the Islamic Sciences - Canada
- 


**Shaykh Yusuf Welch**  
Resident Scholar - Canada
- 


**Ustadha Shireen Ahmed**  
Instructor & Managing Director,  
SeekersGuidance - Canada
- 

**Ustadha Halima Maideen**  
Resident Scholar - Canada
- 

**Shaykha Shazia Ahmad**  
Arabic Instructor - Canada
- 


**Shaykh Yahya Rhodus**  
Founding Director of al-Maqasid, USA
- 


**Ustadh Amjad Tarsin**  
Instructor - Al-Maqasid, USA
- 


**Imam Yama Niazi**  
Instructor - Canada
- 


**Shaykh Abdullah Misra**  
Instructor - Trinidad


## UK & EUROPE

- 

**Shaykh Abdul-Rahim Reasat**  
Instructor - UK
- 


**Dr. Salman Younas**  
Instructor - UK
- 


**Shaykh Farid Dingle**  
Instructor - UK
- 


**Ustadh Sufyan Qufi**  
Instructor and Answers  
Service Coordinator - France
- 

**Shaykh Mumin Alannan**  
Instructor and Director,  
Seekers Arabic Language  
Program - Sweden

## AFRICA


- 


**Shaykh Abdurragmaan Khan**  
Founder, DTI and  
Instructor - South Africa
- 


**Dr. Yusuf Patel**  
Instructor and Content  
Curator - South Africa
- 


**Shaykh Ahmed El Azhary**  
Azhari scholar and author  
Instructor - Egypt


## Middle East & ASIA


- 


**Dr. Mahmud Masri**  
Senior Scholar and  
Academic Advisor - Turkey
- 


**Shaykh Khalid Kharsa**  
Senior Scholar - Turkey
- 


**Shaykh Muhammad Qaylish**  
Instructor - Turkey
- 

**Shaykh Ahmad al-Ahmad**  
Instructor - Turkey
- 

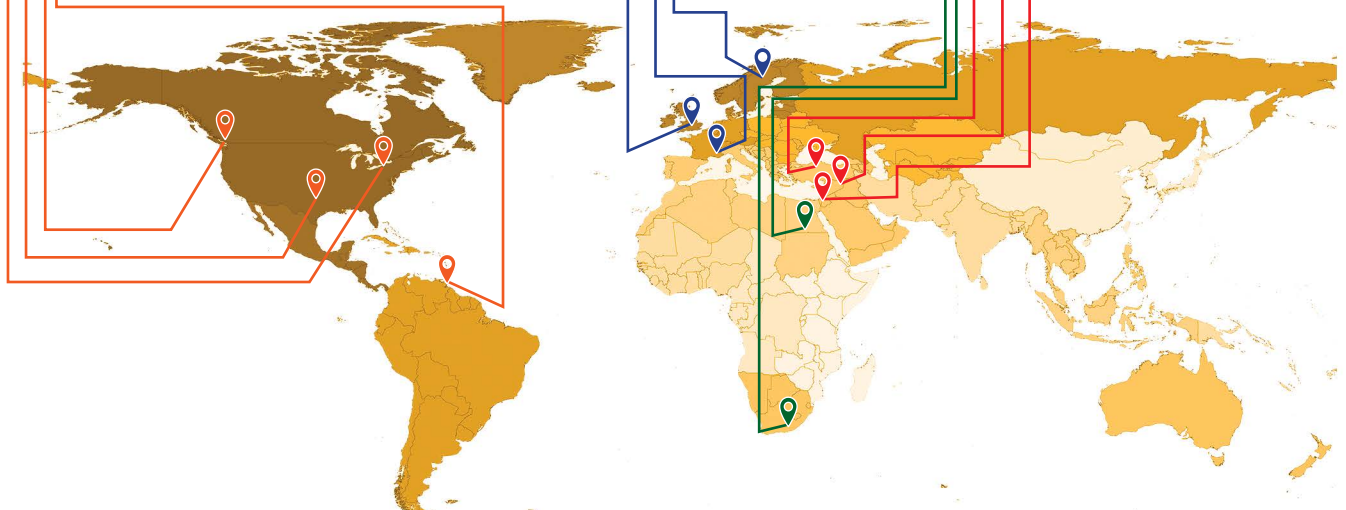
**Shaykh Anas al-Musa**  
Instructor - Turkey
- 

**Shaykh Umar al-Hijazi**  
Instructor - Turkey
- 

**Shaykh Hassan al-Hindi**  
Senior Scholar - Syria
- 

**Shaykh Hamza Karamali**  
Senior Scholar, Jordan
- 

**Shaykh Ali Hani**  
Senior Scholar - Jordan





THE  
SEEKERS  
**GROWTH  
FUND**  
2020



**Seekers  
Arabic Language  
Program**



**Seekers  
Qur'an  
Initiative**



**Online  
Learning  
Management  
System**



**Seekers Arabiyya:  
Online Courses  
and Guidance  
in Arabic**



**Seekers in Istanbul:  
The Dar al-Fuqaha'  
Seminary**



**Seekers  
Youth  
Program**



## The IMPACT

By investing in the SeekersGuidance Growth Fund the IMPACT and BENEFIT of your support will be tremendous.

2019:  
**250,000**  
students served

**4 million**  
unique website  
visitors

2022:  
**1 million**  
students served

**10 million**  
unique website visitors

**WIDER REACH, DEEPER IMPACT,  
GREATER BENEFIT.**

Earn a monumental ROI with your support, both Here and Hereafter.





# SEEKERS ARABIC LANGUAGE PROGRAM



**World-class online  
and on-ground  
Arabic Learning**



**Arabic for Qur'an  
and Islamic Studies  
textbook series**



**Arabic for Youth  
and Children**

Arabic is the key to the Qur'an, and a requirement for serious study of Islam. The Seekers Arabic Language Program empowers Muslims to gain proficiency in Arabic--the language of Divine Revelation and the Prophetic Tradition, with nuance and depth.

This program is led by Shaykh Mumin Al-Annan, one of the world's leading recognized experts in teaching Arabic as a second language--with two decades of experience in this field.



**Full Online  
Seekers Arabic  
Learning Program**

This is a full online curriculum for learning Arabic, taught such that anyone, anywhere can learn the language at their own pace--intensively or gradually--completely free.

This online program is fully complemented by our on-ground Arabic Language Programs.



**Full On-Ground  
Seekers Arabic  
Learning Programs**

We are launching full on-ground Arabic language programs in Istanbul, London, and Toronto--with qualified, trained Arabic teachers, completely free.

These programs will fully complement the online learning, and provide convenient venues for students to learn Arabic with excellence; with direct student-teacher contact--all free of cost.





## World-Class Arabic Textbook Series for Qur'an and Islamic Studies

Seekers Arabic Director, Shaykh Mumin authored the acclaimed, best-selling *Silsilat al-Lisan*, which sells over 200,000 copies a year around the world.

Seekers Guidance will be printing a fully-revised version of this series in 2020, in both digital textbook and printed textbook formats.

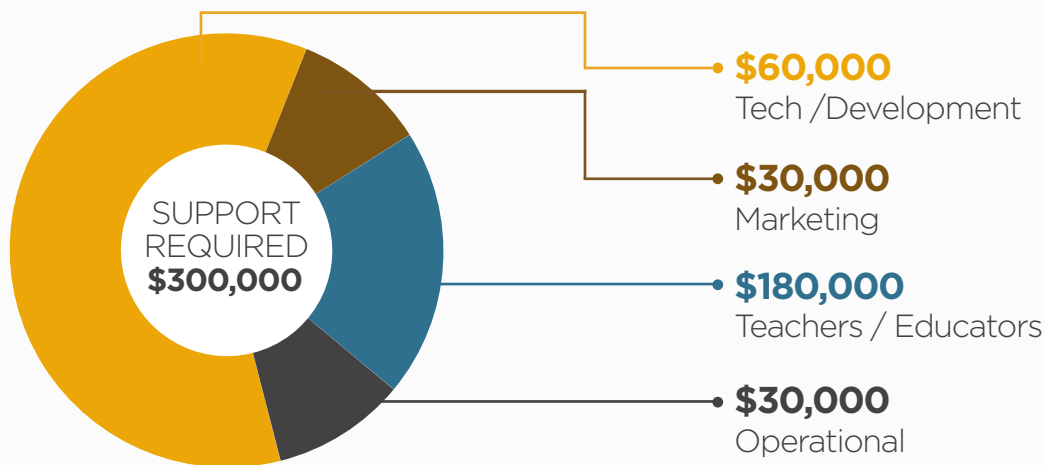
But there is a critical need for a textbook series designed specifically to fulfill the needs of those learning Arabic for Qur'an and Islamic studies. Shockingly, there is no such textbook series to meet this need.

The new series, presently in active development, will be built on international standards; combining classical grammar and modern learning insights; specifically building Qur'anic and Islamic vocabulary, and giving students depth in the key language skills of reading, understanding, and expression.



## Arabic for Youth and Children - Courses and Textbook Series

After completion of the above, we will develop a unique, world-class curriculum for youth and children. We will develop both textbooks series and a full curriculum of online courses for these two critical audiences--to connect our future generations to the language of faith and guidance.



### THE IMPACT

1.

Online Learning Arabic Program will **serve at least 100,000 students** in the next 3 years.

2.

A textbook series that will serve individuals and institutions world-wide to **effectively learn the language of the Qur'an**.

3.

Online courses and textbook series that will **serve hundreds of thousands of children and youth**--our future--to connect to the language of faith and guidance.



# SEEKERS QUR'AN INITIATIVE



The Seekers Qur'an lead, Shaykh Abdur Rahim Reasat, is authorized in Qur'anic exegesis from one of the leading living experts in Qur'anic studies, Shaykh Ali Hani of Jordan (also a SeekersGuidance teacher).



## Seekers Qur'anic Literacy Certificate

A one year online certificate program, taught by Shaykh Abdur Rahim Reasat. It is designed to give students understanding of the key guidance of the Qur'an; why the Qur'an is the inimitable, preserved Speech of Allah; and insight into the tafsir of key parts of the Qur'an.



## The Seekers Complete Qur'an Tafsir Project

Launching in Ramadan 2020, this will cover tafsir of the entire Qur'an--from beginning to end--through online audio and video recordings, and accompanying materials. It will be taught by qualified scholars, and offered to Muslims around the world, completely free.



## The Seekers Understand the Qur'an App

Most Qur'an apps offer a disappointing user experience, and have few tools to help non-Arabic speakers understand the Qur'an in depth.

The Seekers Qur'an App will provide a world-class user experience; and connect users with the extensive Qur'an-related offerings of SeekersGuidance--including over 20 Qur'an-themed courses, and the Seekers Complete Qur'an Tafsir.



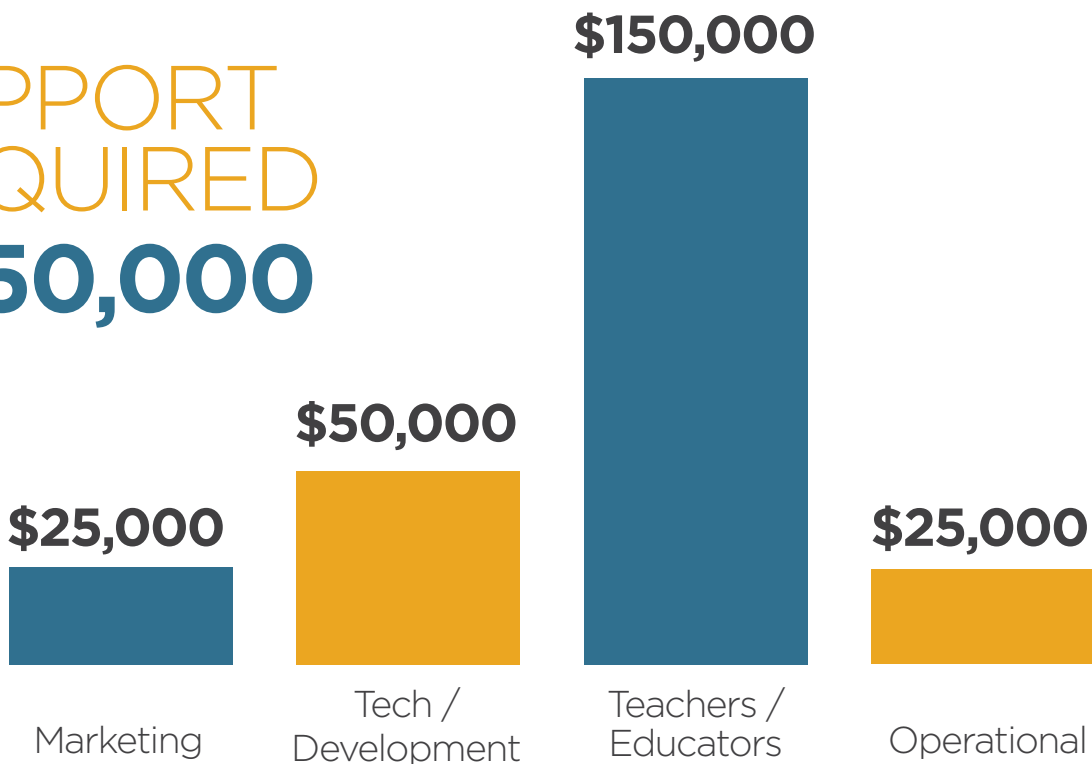
“The best of you are those who learn and teach the Qur’an,” said the Prophet (peace be upon him).

[Bukhari]



# SUPPORT REQUIRED

## \$250,000



### THE IMPACT

1.

Giving thousands of students deep understanding of the Qur’an through the Seekers Qur’anic Literacy Certificate

2.

Reaching hundreds of thousands--potentially millions--through the Seekers Complete Qur’an Tafsir Project and the Seekers Qur’an App

3.

Calling to Allah through spreading the light of Qur’anic knowledge and guidance.



# ONLINE LEARNING MANAGEMENT SYSTEM

SeekersGuidance has served over 250,000 students world-wide through our online content. We use an effective, stable learning system to presently offer over 150 online courses. However, our students--you--deserve much better.

There are three key areas we need to improve our learning management system (LMS) and make it a world class learning experience for our students:



## Improving the Student Learning Experience

Facilitating a beneficial learning experience is at the core of online learning. To achieve this, we need to invest in:

- making our LMS faster
- more intuitive
- more convenient
- with an improved mobile experience--as over 75% of our students access their online courses on mobile devices.

As part of this, we need to develop a stand-alone app for our online courses.



## Improving the Student Learning Journey

SeekersGuidance now offers four distinct learning tracks:

- (1) Steps Curriculum for Islamic Studies
- (2) Seekers Youth Certificate
- (3) Seekers Qur'anic Literacy Certificate
- (4) Seekers Arabic Learning Program

We need to invest in our student management system, and deploy a strong student information and reporting system--so both students and teachers can clearly track their learning progress, understanding, and where they're at in their learning journey.



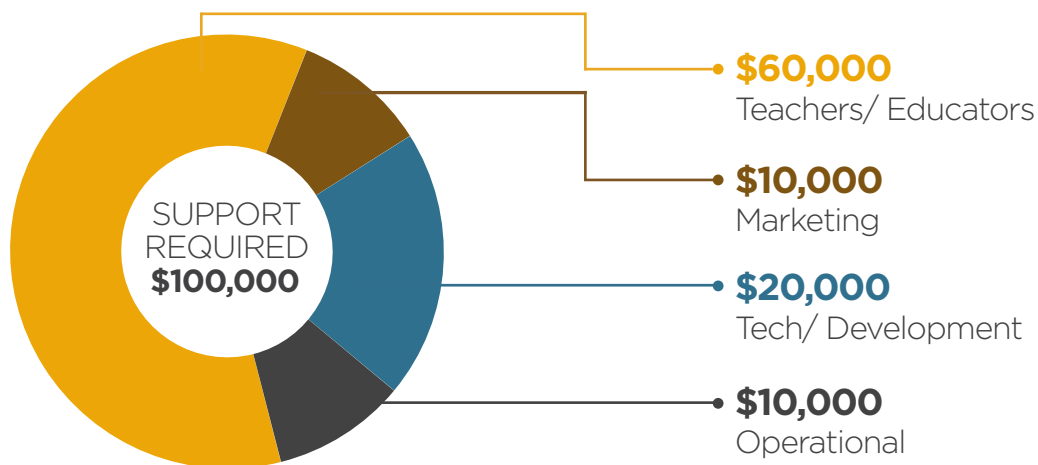
## Strengthening the Student-Teacher Relationship

The Prophetic tradition teaches us that deep learning takes place when there is a strong learning relationship between teacher and student. We seek to continuously improve this through:

- (1) improving our online forums
- (2) live session portal
- (3) online office hours

We want to strengthen the student-teacher relationship; facilitate effective mentorship on students’ learning journeys; and give students inspiration, clarity, and direction in learning, living, embodying, and then spreading the light of Prophetic guidance.

We’re building this learning management system with cutting-edge solutions that are scalable and adaptable--as we already serve tens of thousands of students at a time, and intend to grow exponentially, insha’Allah.



### THE IMPACT

1.

Building the platform that can **serve over a million students** through our online courses in the next five years.

2.

**Providing clear learning paths**, with clarity, convenience, and mentorship for seekers of all backgrounds.

3.

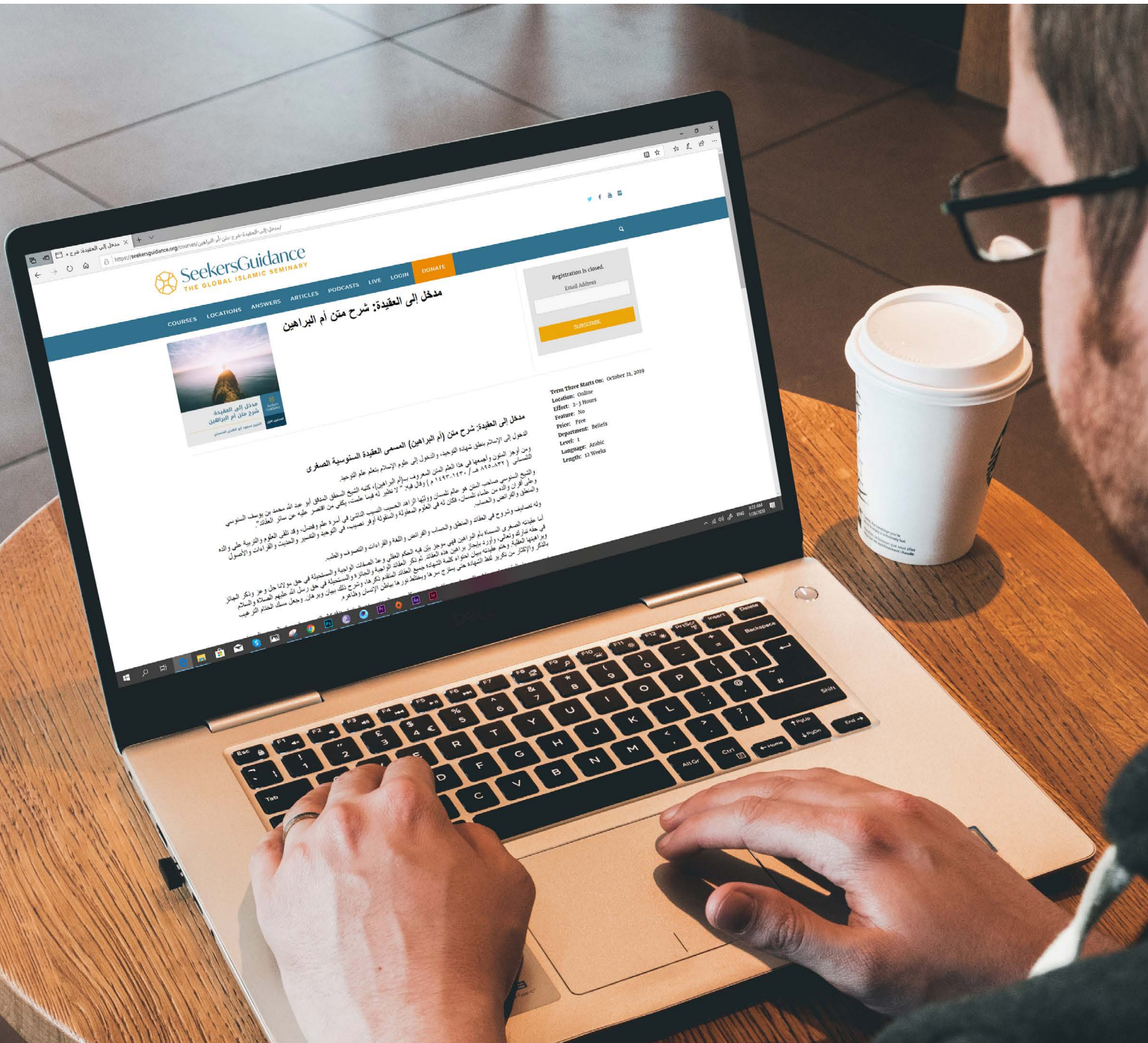
Training future scholars, teachers, and leaders to **serve communities around the world** through spreading the light of the Qur’an and Prophetic guidance.



# SEEKERS ARABIYYA: ONLINE COURSES AND GUIDANCE IN ARABIC

In late 2018, SeekersGuidance launched our Arabic language portal--Seekers Arabiyya. We are supporting leading Arab scholars through our Islamic Scholars Fund--in particular renowned Syrian scholars who have been displaced.

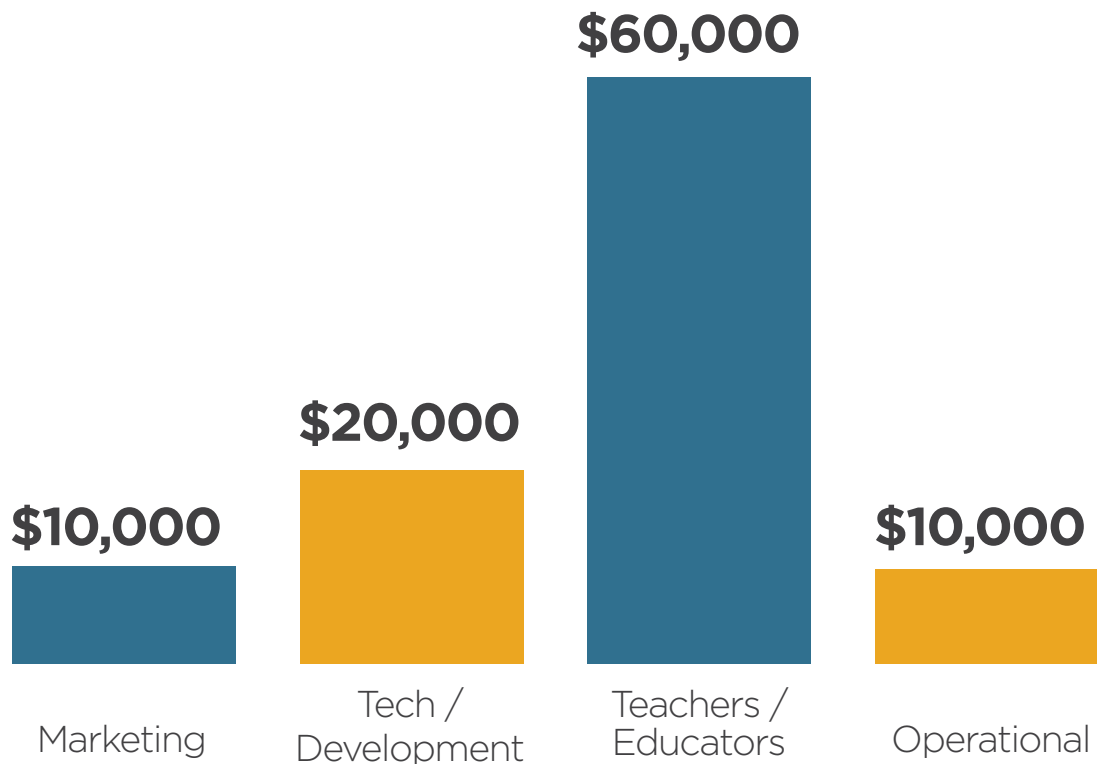
Our Arabiyya online courses have already served thousands of students--and we need to invest in offering (a) a full curriculum of Islamic learning and (b) relevant religious guidance to serve Arabic-speakers--and, critically, students of knowledge--around the world.





# SUPPORT REQUIRED

## \$100,000



### THE IMPACT

1. Reaching hundreds of thousands of Arabic speakers and students of knowledge through **full curricula of Islamic studies in Arabic.**
  2. **Preserving and spreading the beautiful legacy of Syrian and Yemeni traditional Islamic scholarship**--characterised by its balance, moderation, and depth--in times when it is urgently needed.
  3. **Supporting true inheritors of Prophet guidance**, and providing them a platform to spread this guidance across the world.
  4. **Training future scholars, teachers, and leaders** by connecting them to leading Islamic scholars through both study and mentorship.
-



# SEEKERS IN ISTANBUL: THE DAR AL-FUQAHA' SEMINARY

We have launched the Dar al-Fuqaha' Seminary in Istanbul, in partnership with the Sultan Muhammad Fatih Waqf, at the historic Mevlevihanesi.



Full Weekly Schedule of Islamic Studies Classes  
With Leading Syrian and Other Traditional Scholars

This will serve the growing body of local and foreign students--completely free. We already have over 250 students registered in the opening term, starting January 25, 2020.



Launch Of The Specialization in Islamic Law and  
Methodology (Takhassus fi'l Fiqh wa'l Usul)

This Specialization will train and empower scholars to address the critical contemporary issues of our age--and to provide reliable, practical legal guidance to individuals and communities.

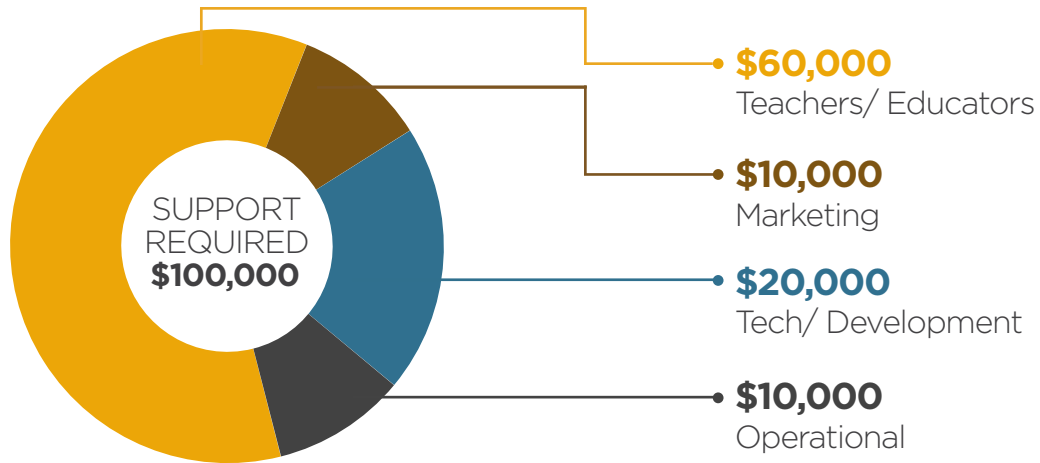


Summer and Winter Intensives in Istanbul--  
Completely Free

We have three Summer Intensives announced for 2020: (1) Learning Arabic, (2) Essential Knowledge, and (3) Advanced Islamic Studies in Istanbul.

As part of our #KnowledgeWithoutBarriers commitment, all of these are being offered free of tuition. We already have over 1,500 applications from around the world.





## THE IMPACT

1

With the turmoil in the Muslim world, **it is an Ummatic imperative to establish reliable institutions** where future scholars can be trained--especially with balanced, mainstream, traditional Islamic scholarship.

2

Training high-level scholars to be able to **address the critical issues of this age**--to give clarity to individuals and communities in otherwise confusing times.

3

**Connecting students of knowledge with convenient opportunities for intensive learning** in Istanbul, with top scholars--**completely free.**



# SEEKERS YOUTH PROGRAM

Given the critical need for reliable knowledge, guidance, and inspiration for young Muslims, SeekersGuidance has launched its Seekers Youth Program with several of our scholars, including Imam Yama Niazi and Shaykh Yusuf Weltch.

There are three key aspects to the Seekers Youth Program:



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, fulfill their obligation to Allah, and be inspired to live the Prophetic example.

In the future, we will be complementing this with courses addressing key challenging and critical issues facing young Muslims.



Seekers  
Youth  
Guidance

We will be offering a range of reliable, relevant, and engaging weekly Podcasts, Articles, and Video content specifically addressed to young Muslims.



Seekers  
Youth  
Seminars

These are offered through our on-ground Programs initiative.

In the last ten years, SeekersGuidance has conducted retreats, tours, and weekend programs on six continents, and in over a hundred cities. We have increasingly seen the need to conduct relevant and engaging seminars to address the knowledge and guidance needs--and the life questions--of young Muslims.



SUPPORT  
REQUIRED  
**\$150,000**

**\$90,000**

**\$30,000**

**\$15,000**

**\$15,000**



Marketing

Tech /  
Development

Teachers /  
Educators

Operational

**THE IMPACT**

1

The Seekers Youth Certificate and Seekers Youth Guidance will **reach thousands of young Muslims around the world**--giving clarity and certitude to our children in confusing times.

2

Fulfilling the duty to call to Allah through our community seminars--**with special attention to young Muslims (teenagers)**, who frequently lack access to scholars and teachers they can relate to.

3

**Answering the questions and doubts** that are causing so many young Muslims to disengage from and even leave their faith and religion.

4

**Cultivating faith, certitude, and confidence in young Muslims**--and, insha'Allah, training young scholars, teachers, and leaders for the Umma from the midst.



# SUPPORT THE SEEKERS

## AREA

### Seekers Arabic Language Program

- Online Curriculum Development
- On-ground language development programs
- Textbook series development for Qur'an & Islamic Studies
- Textbook and curriculum development for Youth

### Seekers Qur'an

- Literacy Certificate Development
- Qur'an Tafsir Project Development
- Understand the Qur'an App Development

### Learning Management System

- LMS Development, upgrade
- Courses App Development
- Student Information & Reporting System: all learning tracks
- Online forum and student portal design and development

### Seekers Arabiyya

- Development of Islamic studies curriculum
- Provision of all Seekers services in Arabic; translation, development, design

### Seekers in Istanbul: The Dar al-Fuqaha' Seminary Project

- Development of Islamic studies curriculum
- Curriculum development for Specialization in Islamic Law and Methodology (Takhassus fi'l Fiqh wa'l Usul)
- Development of Summer Intensives in Istanbul - Learning Arabic, Essential Knowledge, and Advanced Islamic Studies

### Seekers Youth Program

- Youth Certificate Development
- Youth Guidance Content Development
- Development and Delivery of Youth Seminars

## GRAND TOTAL



# GROWTH FUND 2020

SUPPORT REQUIRED	TEACHERS / EDUCATORS	OPERATIONAL	TECH / DEVELOPMENT	MARKETING
\$300,000	\$180,000	\$30,000	\$60,000	\$30,000
\$250,000	\$150,000	\$25,000	\$50,000	\$25,000
\$100,000	\$60,000	\$10,000	\$60,000	\$30,000
\$100,000	\$60,000	\$10,000	\$20,000	\$10,000
\$100,000	\$60,000	\$10,000	\$20,000	\$10,000
\$150,000	\$90,000	\$15,000	\$30,000	\$15,000
\$1,000,000	\$600,000	\$100,000	\$200,000	\$100,000



# HOW CAN YOU SUPPORT?

Give a **DONATION** - all funds will be allocated specifically to the investment area of your choice.

Give your **ZAKAT** - as per the guidelines approved by our Islamic Scholars Fund Committee, the “Teachers / Educators” component of our work is completely Zakat-eligible.

Give SeekersGuidance a charitable **LOAN** (Qard Hasan) as a beautiful means of support.

1. As with all matters, we are guided by the Prophetic example.
2. Being a registered Not-for-Profit in good standing with full 501(c)3- status in the United States, SeekersGuidance Inc. will be a bonafide recipient of such loans, with full contractual clarity and documented proceedings, along with witness signing from leading scholars.
3. We offer guaranteed terms of payback as follows:



**Loan reimbursement** would begin within a maximum of **24 MONTHS** after initial disbursement.



The **Payback period** would be a maximum of **24 EQUAL INSTALLMENTS**.



Being **Qard Hasan**, the principal sum is guaranteed to be returned, **WITHOUT ANY PROFIT OR INTEREST COMPONENT**.

## MONTHLY UPDATES ON PROGRESS

- We will keep you closely abreast of how your support is specifically being utilised and how your donations are making a difference.
- Every month SeekersGuidance will share a Supporters Growth Fund Update specifically with YOU, detailing our progress and developments.



**No other Islamic project reaches  
as many people, so consistently, so  
easily, with such clarity.**

**Imagine how much greater that  
impact could be if we are able to  
INCREASE our capacity.**

**This is the preservation of the Prophetic tradition.**

**WHY NOW?  
YOU?**

You have been instrumental in getting us here today. We could not have done this without you...this is YOUR legacy.

-----  
Spreading beneficial knowledge, absolutely FREE, without  
barriers of time or cost.

Give and Spread the word - motivate and inspire those  
you know with your own example.





# Seekers Guidance

THE GLOBAL ISLAMIC SEMINARY

[seekersguidance.org](http://seekersguidance.org)

Questions? Email us at: [finance@seekersguidance.org](mailto:finance@seekersguidance.org)