



#OurStories #OurNeighbourhoods

Predominant Message of Theme:

Our Mosques are part of the fabric of our neighbourhoods and wider society. This campaign celebrates the stories of how mosques – and the people within them – help build and support the communities around them. These are our stories, our neighbourhoods.

Below are some ideas for how mosques can implement this theme:

1. Tell *Your* Mosque's Unique Story

- Share how and when your mosque was founded – timeline. Include key milestones and achievements in your community journey (e.g. first Eid in the Park, major extensions etc...).
- Emphasise branding of your Mosques Name alongside Neighbourhood Name:
 - *E.g.* Iqra Masjid in Holbrooks, Coventry
 - *E.g.* Acton Mosque in Acton, West London

2. Stories of the People Behind the Mosque

- Highlight those who helped build, support, and shape the mosque.
- Focus on long-standing members who've contributed to both mosque life and wider society.

3. Muslims as Contributors to Society

- Share stories of influential Muslims in the area whose presence served as dawah.
- Feature individuals who serve the local community:
 - Teachers, doctors, shopkeepers, volunteers, councillors.
- Emphasise shared values like service, education, and compassion.

4. The Wider Community – Muslim and Non-Muslim

- Share stories of partnerships with local institutions:
 - Schools, churches, food banks, sports clubs, etc.
- Highlight community projects that bring people together.
- Emphasise mosques are open, welcoming, and active in building neighbourhood ties.

5. Looking Ahead – The Next Generation

- Include aspirations and achievements from young people in the mosque.
- What do they dream of for their neighbourhood? What is their story?
- Showcase their role in shaping a hopeful, shared future.

General Tone and Principles:

- Each mosque should choose its own story – this is about authenticity.
- Focus on commonalities and connection – not difference.
- Remind others that Muslim contributions are woven into everyday British life.
- This campaign is about owning our narrative – it's time to tell our stories.

Visit My Mosque 2025
Muslim Council of Britain