



# IUS Vision



## **Vision statement**

An integrated young British Muslim community which is strong, united and active contributors to society.

## **Mission statement**

Empowering young British Muslims to develop, grow and engage in a multicultural Britain through the universal principles of Islam.

## **Slogan**

*'In Unity there is Strength'*

## **Values**

Unity, Diversity, Contribution and Growth

## **Projects focus**

Mind, Body and Soul

## **Target audience Profile**

### **Age**

- Volunteers 16-30
- Audience 16-30
- Potential reach 10-60

### **Want to**

- Educate themselves Islamically
- Be involved and part of a community

### **Who are**

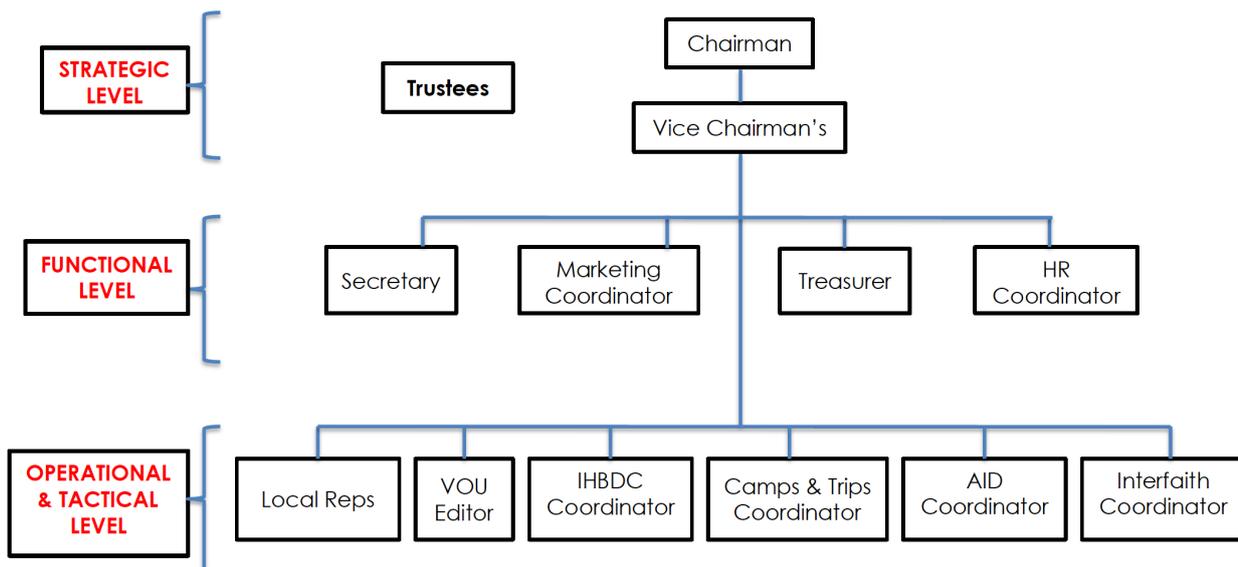
- Students
- School/college leavers
- Graduates
- Young professionals
- Married/Parents



## Project categories

1. Education
2. Sports
3. Social
4. Publications
5. Charity
6. Recreation
7. Environment
8. Health
9. Inter-faith
10. Intra-faith
11. Spiritual
12. Training

## EC Structure



## Ideal Volunteers

**GIVE** 1. Passion  
2. Time  
3. Effort

**ARE** 1. Pro-active  
2. Innovative  
3. Committed

**SHOW** 1. Teamwork  
2. Communication  
3. Awareness

**All in line with the teachings of Islam through the Ahlulbayt a.s**



## Volunteer Grouping

Volunteers divided into 5 groups:

1. **Trustees and Advisors** - For control, advice and consultation, proactive work with all EC members particularly Chairman and Vice Chairman.
2. **Leadership and Strategic level** (*Chairman and Vice Chairman*) – Ensure the running of the organisation; support various teams and EC members, and work/network with trustees, advisors, scholars and organisations. Develop long-term strategy and opportunities.
3. **Functional level** (*Marketing coordinator, Treasurer, HR coordinator, Secretary*) – Ensure the development and running of all functions and implementing best practices within roles and processes. Report back to Chairman and Vice Chairman.
4. **Operational level** (*Project leaders and Local Representatives*) - Come up with the ideas, strategies and implementation plans. Develop projects and expand to different cities. Project leaders work closely with local Representatives. Report back to Chairman and Vice Chairman.
5. **Implementers** - Implement local and national projects. Report back to project leader and local representative.

## Goals for 2015-2020

1. Ensure current projects run smoothly and are sustainable for the long term by adapting best practices for project sustainability.
2. Actively seek out inter-faith and intra-faith opportunities and partner when suitable.
3. Stabilise internal processes and policies for future committees.
4. Actively seek to increase members.
5. Inspire other organisations to contribute towards society.
6. Always strive to be the leading volunteer Shia youth organisation in the UK.
7. Strive to be diverse and accepting towards people of various backgrounds and ethnicities.
8. Reach out to all target audiences in particular those difficult to get to.
9. Focus on developing current national projects and only establish new projects that have long-term plans and fills a gap in the community/society.
10. Work towards expanding to various cities in the UK.
11. Promote Islamic values within projects and events in line with the teachings of Ahlulbayt a.s.