

Q2/Q3 **IMPACT REPORT** **2025**

Saving youth • Building leaders • Shaping the future



Note from the CEO

Shoaib Hussain



As the CEO of Criterion Group, I am honoured to share our accomplishments in Q2 and Q3, 2025. This journey has been driven by the vision of saving the future of Muslims in the West through building a network of exceptional grassroots leaders worldwide who reshape culture and safeguard the faith and identity of the next generation.

With your support, we have been able to take decisive steps toward this mission. Establishing structures that provide training, funding and resources to amplify the impact of those leaders at the heart of their communities. Together, we are laying the foundations of a once-in-a-generation project that will not only protect our youth today, but transform the trajectory of our ummah for years to come.

“
And who is better in speech than one who invites to Allah and does righteous deeds and says, ‘Indeed, I am of the Muslims.’

Surah Fussilat 41:33



SAVING THE NEXT GENERATION

Building leaders of the future

Our Vision:

Supporting grassroots leaders to reshape cultural norms and safeguard the faith and identity of Muslims in the west.

Our Mission:

We support and empower exceptional grassroots Muslim youth leaders who carry the pain of their communities. Through training, funding and a global support network, we amplify their impact into a united movement that shifts the normative culture, restores belonging and protects the faith of future generations.

April 2025

Raised £80,000

In the blessed month of Ramadan, Criterion Group successfully raised £80,000 through the generosity of donors. This milestone has laid the foundation for a structured network of support and outreach. These are the first building blocks of a global movement uniting youth dawah leaders globally who carry the pain of their people.

May 2025

Secured Morocco Retreat Venue for Jan 2026

Criterion Group has secured a venue in Morocco for our upcoming Youth Dawah Leaders retreat in January 2026. This retreat will focus on developing Youth Dawah Leaders from all over the world. We have leaders attending from Sydney Australia, Copenhagen Denmark, Toronto Canada and London UK. This retreat will host the most influential Youth Dawah Leaders who are already working with young people on the ground from around the world. We anticipate this to be one of our most impactful milestones to date.

June 2025

Delivered our Pitch to 6,500 attendees at The One Ummah Afterlife Tour & Onboarded 600+ Volunteers

Established volunteer partnership with One Ummah and presented Criterion during the Afterlife Tour to over 6,500 attendees. From this, we successfully onboarded over 600 volunteers who will contribute their time and efforts to various Criterion Group projects. Their involvement will ensure the continued growth of our mission worldwide.



July 2025

Delivered UK Retreat in Birmingham with 18 Young Leaders.

We held a transformative retreat in Birmingham for 18 young leaders, providing them with a 3-day intensive leadership training along with discussions on youth development. The retreat was designed to equip participants with the skills needed to drive change in their communities.



Prophetic Strategy Summit – Malaysia

Criterion Group's team traveled to Malaysia for the Prophetic Strategy Summit, where we presented our vision and mission to youth leaders, institutions and organisations such as: Launchgood, Wahed, MRDF, Onepath Network, Yaqeen Institute as well as many potential stakeholders.

Our goal is to position Criterion Group as a global entity supporting youth leaders through a structured network of support providing mentorship, training, resources and funding.

August 2025

Hastings Case Study Retreat

In August 2025, Criterion Group hosted its first pilot retreat, bringing together 32 emerging youth leaders for intensive training upon the Criterion leadership curriculum. The retreat provided practical exposure to revolutionary training modules focused on youth engagement. Participants worked together to solve case studies that addressed real-world challenges in their communities. This pilot served as a test bed for the model we will scale globally.



August 2025 (Continued)

US Team Mobilised for National Operations

In August, we formally onboarded our US-based team to lead Criterion's operations in America. Their role is to establish a pipeline of youth dawah leaders across the country, strengthen Criterion's presence through local structures, and support the organisation's US registration. This marks a critical step in expanding our model globally and ensuring long-term impact.

Criterion Group US Registration 501(c)(3) Application Submitted

Criterion Group took a major step toward becoming a global organisation by submitting our 501(c) (3) application for US registration in order to recognise Criterion Group as a non-profit organisation in the United States.

27414397

STATE OF MICHIGAN
CSCL/CD- 502 - ARTICLES OF INCORPORATION -
DOMESTIC NONPROFIT CORPORATION

Articles of Incorporation

Pursuant to the provisions of Act 162, Public Acts of 1982, the undersigned executes the following Articles:

Article I- Michigan Nonprofit Corporation Name

Michigan Nonprofit Corporation Name

CRITERION PROJECT

Article II

The purpose or purposes for which the corporation is formed are:

To identify, train, and resource emerging Muslim leaders in the West, empowering them to transform their local communities. We provide leadership retreats, skills-based training and a global support network so they can inspire positive change, protect Islamic identity and create environments where young Muslims can thrive.

Article III

The corporation is formed on a Stock or Nonstock basis:

Nonstock

a. Real Property Assets:

NONE

b. Personal Property Assets:

NONE

c. The corporation is to be financed under the following general plan:

CORPORATION RELIES ON CONTRIBUTIONS FROM THE GENERAL PUBLIC.

The corporation is formed on a Membership or Directorship basis:

Directorship

Article IV

The name of the resident agent at the registered office is:

Agent Name

SYED R HUSSAINI

The street address of the location of the registered office is:

Street Address

899 AUTUMN RIDGE
WESTLAND, MI 48185

☒ I certify the above individual/company has agreed to serve as the Resident Agent for service of process for this entity.

Article V

The name and address of the incorporator/incorporators is/are as follows:

Name of individual or organization	Address
SYED R HUSSAINI	899 AUTUMN RIDGE WESTLAND, MI 48185

Article VI

☒ Pursuant to Section 209(c) of the Act, a director or volunteer officer shall not be personally liable to the corporation, its shareholders, or its members for money damages for any action taken or any failure to take any action as a director or volunteer officer, except liability for any of the following: (i) The amount of a financial benefit received by a director or volunteer officer to which he or she is not entitled. (ii) Intentional infliction of harm on the corporation, its shareholders, or members. (iii) A violation of Section 551. (iv) An intentional criminal act. (v) A liability imposed under Section 497(a).

☒ Pursuant to Section 209(d) of the Act, the corporation assumes all liability to any person other than the corporation, its shareholders, or its members for all acts or omissions of a volunteer director occurring on or after January 1, 1988 incurred in the good faith performance of the volunteer director's duties.



Rafi Hussaini



Mustafa Ahmed



Farooq Haque

September 2025

Officially Onboarded A Programme Manager, Operations Lead and A Delivery Team

Criterion Group has successfully onboarded and hired a Senior Programme Manager as well as an Operations Lead, along with a team to spearhead the delivery in order to strengthen and streamline our growing projects. Their expertise will enable us to scale with excellence, build resilient systems and leave a legacy of change that will shape Muslim communities for generations to



Idris Faizy
Programme Manager



Mohammed Y
Operations Lead



Umayr Rahman
Technical Lead



Dawud Hussain
Operations Support

Formation of Our Religious Advisory Board

As part of our commitment to ensuring spiritual integrity and grounded guidance, we have formally onboarded two esteemed people of knowledge as religious advisors. Sheikh Maqsood Siddiqui (UK) and Sheikh Navaid Aziz (Canada). Their wisdom, experience and insight will help shape the direction of our initiatives, ensuring that every step we take remains rooted in Islamic principles while addressing the real-world challenges facing our youth today.



Sheikh Navaid Aziz



Sheikh Maqsood Siddiqui

September 2025 (Continued)

Secured and Opened Criterion Group Office in High Wycombe

This new space marks a defining step for Criterion Group: a permanent home for our UK operations, designed to host trainings, strategy sessions, and the collective energy of a growing movement. It will serve as a hub that enables us to expand our work, strengthen our infrastructure and build the systems needed to serve youth leaders worldwide.

Embedding Criterion at the Heart of UK Student Life

This quarter marks the beginning of a collaboration with One Ummah's Week of Change campaign, a nationwide initiative uniting over 60 Islamic Societies and schools across the UK.

Through this collaboration, Criterion has been placed at the centre of student life, equipping ISOC leaders around the country with the practical training, mentorship and tools they have long needed to make their efforts more effective, welcoming, and impactful. Criterion are now leading one of the most influential student movements in the country, shaping how young Muslims learn to lead, connect and carry their faith into the future.



September 2025 (Continued)

Building a European Network of Youth Dawah Leaders

Brought together 15 Youth Dawah Leaders from 10 different youth organisations all around Europe, with a collective 150 years of youth dawah experience. The purpose of this was to start to build our support network for YDLs: For them to meet each other for the first time; share their journeys, problems and successes; and how these leaders can learn from each others' experiences.



Thank you for being part of this journey. Every step we've taken, every volunteer trained, every young leader inspired has only been possible because of your support.

Our next chapter is about building the core curriculum and leadership programmes that will strengthen Muslim youth across the Western world. These are the systems that will shape the next generation for decades to come.

If you've been moved by the impact you've helped create, we'd love for you to continue walking this path with us. Even a small monthly contribution keeps this work alive, growing and sustaining the vision you helped begin.

Click below to continue your support and help us protect faith of the next generation.

CONTINUE SUPPORTING US

CLICK HERE



Together we can raise the next generation of Muslim youth leaders. Your support makes it possible. Because of you, a generation of young Muslims will grow with faith, identity and belonging. And with Allah's permission, the systems we are building today will echo far beyond this moment, creating a legacy of leaders who will safeguard the ummah for decades to come.

