

INTERNATIONAL MUSEUM
of **MUSLIM**
CULTURES

Presents

Its

2023 Strategic Plan

November 2018



“If there is much misunderstanding in the West about the nature of Islam, there is also much ignorance about the debt our own culture and civilization owe to the Islamic world. It is a failure, which stems, I think, from the straight-jacket of history, which we have inherited. The medieval Islamic world, from central Asia to the shores of the Atlantic, was a world where scholars and men of learning flourished. But because we have tended to see Islam as the enemy of the West, as an alien culture, society, and system of belief, we have tended to ignore or erase its great relevance to our own history.”

PRINCE CHARLES, HEIR TO THE BRITISH MONARCHY IN A SPEECH AT OXFORD UNIVERSITY JUNE 10, 2010

“I have come here to Cairo to seek a new beginning between the United States and Muslims around the world, one based on mutual interest and mutual respect, and one based upon the truth that America and Islam are not exclusive and need not be in competition...I have come to seek a new beginning between the United States and Muslims around the world, based on co-operation and respect...In Ankara, I made it clear that America is not and never will be at war with Islam.”

And I consider it part of my responsibility as President of the United States to fight against negative stereotypes of Islam wherever they appear. But that same principle must apply to Muslim perceptions of America.”

PRESIDENT BARACK OBAMA’S CAIRO SPEECH TO THE MUSLIM WORLD JUNE 4, 2009



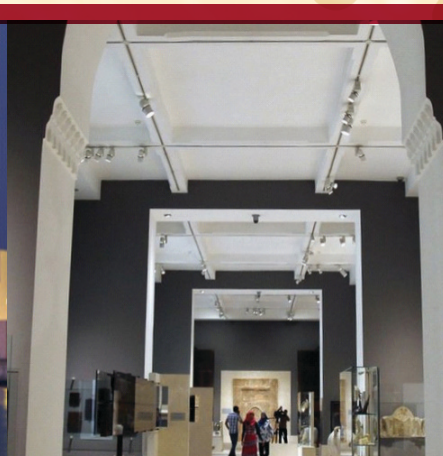
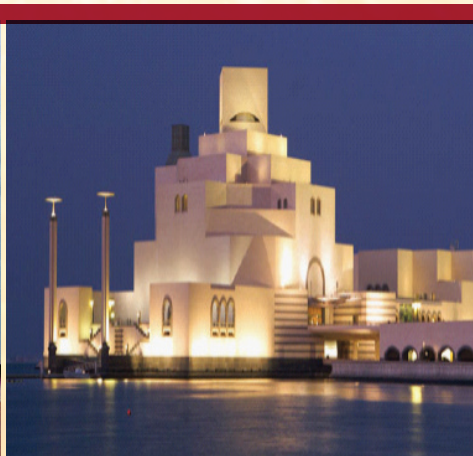
PROPOSAL *for* PARTNERSHIP

BUILDING BRIDGES FOR AMERICA: CONNECTING AMERICANS WITH MUSLIM HERITAGE

Museums are viable educational and outreach tools that can be used by Muslims, both here and abroad, in building bridges with America.

Traditional educational and outreach venues such as mosques and Islamic schools used by Muslims in the U.S. have had limited impact in changing the American's stereotypical depictions of Islam and Muslims. Therefore, Muslims are beginning to utilize non-traditional venues such as museums, cultural centers, media, comedy, and art as more effective means of outreach. Educating Americans about Islamic history and culture and the use of this knowledge in addressing contemporary societal issues has a profound impact on U.S. foreign policy and on improving relationships between the US and the Muslim World.

While the American Muslim community has created strong religious communities, including mosques, schools, and local and national Muslim associations, little priority has been placed on communicating to the general public the influences of Islamic culture and history. In America today, there is only one organization, IMMC, with the primary mission of developing an Islamic history museum to preserve the material culture of the American and global Muslim communities and the sharing of that information with the larger community. IMMC uses the power of museums as a mobilizer towards cross-racial and religious healing, justice and human dignity.



VISION *and* OBJECTIVES

IMMC IS AMERICA'S FIRST MUSEUM DEDICATED TO EDUCATING THE AMERICAN PUBLIC ABOUT ISLAMIC HISTORY AND CULTURE, AND THE CONTRIBUTIONS OF DIVERSE MUSLIM COMMUNITIES TO THE WORLD.

IMMC's aim is to be a venue for presenting diverse Islamic cultural histories and contributions and serve as an educational resource for teaching global consciousness, historical literacy, and multicultural appreciation. The Museum facilitates multi-cultural and interfaith dialogue to promote understanding; and reduce religious, cultural, and racial bigotry. It strives to advance religious and civic discussions in hope of providing a better atmosphere for working together for the common good.



IMMC OBJECTIVES ARE TO:

- Research, collect, preserve, exhibit, and interpret objects, stories, and history that promote the Museum's mission.
- Educate the American public about Islamic history and its diversity: past, present and future, and the significant influence of Islamic civilization on the world.
- Develop cultural and inter-faith dialogue that promotes tolerance, understanding and peaceful coexistence between the USA and the Islamic world.
- Serve as a research and educational center, and repository for Islamic objects having cultural, artistic, aesthetic, and historical significance.
- Collaborate with Islamic history museums in the Muslim world for exhibits, research and educational exchange program between the US and the Muslim World.
- Promote, develop, and expand IMMC as the first and only Islamic history museum in the USA with national impact.
- Nurture and grow relations with non-Muslim organizations including religious groups; businesses; local, state, and federal government; and non-profit organizations.

BACKGROUND *and* HISTORY

THE INTERNATIONAL MUSEUM OF MUSLIM CULTURES

In late 2000, a local group of Jackson, Mississippi area Muslims identified the need for the development of a national Islamic history and culture museum in the USA. Thus, the International Museum of Muslim Cultures (IMMC) was established as a 501 C- 3 non-profit organization. Jackson, Mississippi became the home of the first and only Islamic history Museum in the Country, mounting its inaugural exhibit, Islamic Moorish Spain: Its Legacy to Europe and the West in April 2001.

In October 2006, IMMC re-located in the Arts Center of Mississippi and premiered its groundbreaking international, Legacy of Timbuktu: Wonders of the written Word exhibition, in partnership with the Mamma Haidara Memorial Library of Timbuktu. The exhibition has received national and international recognition for its display of 45 ancient African manuscripts of Timbuktu from an estimated one million recently re-discovered in the Republic of Mali.

In 2017 IMMC began the development of its national traveling exhibition program. The IMMC exhibitions will begin its national tour in **2020** to **ten** venues in major US cities for a five year period. In 2011 IMMC established its national affiliation program and opened its first IMMC Affiliate in Texas.

In June 28, 2019, IMMC will primeire the Muslims with Christians and Jews: An Exhibition of Covenants and Co-Existance in Jackson, Mississippi. In 2020, the exhibition will then travel to major metropolitan areas across the USA.

IMMC is managed by a national and diverse board of directors. The museum's oversight and management responsibilities are vested in the museum co-founders, Emad Al-Turk serving as **chairman** and Okolo Rashid serving as **president and the director of the museum's newly created Islamic Thought Institute.**

The museum has been endorsed by local, state and national elected officials, units of government, and educational institutions. The museum has received substantial media coverage since the museum's inception in early 2001.



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IMMC

18 YEARS

OF SERVICE TO THE AMERICAN PUBLIC

1st ISLAMIC

HISTORY AND CULTURE MUSEUM IN THE US

ACCOMPLISHMENTS *to* DATE

THE IMMC HAS SUCCESSFULLY:

- Attracted over 150,000 visitors representing 49 states and 37 foreign countries
- Presented 30 teacher training workshops
- Hosted international Islamic history and culture conferences, inter-religious events, and leadership forums
- Developed cooperative relationships with local, state and national corporate, governmental, non-profit and educational institutions
- Featured in local, national and international media
- Featured on International television and websites
- Developed the Legacy of Timbuktu Exhibition Human Dignity and Cultural Relevancy Curriculum and Educational Resource under its newly created Islamic Thought Institute
- Established Traveling Exhibition Program
- Established National Affiliation Program and opened the first IMMC chapter in Texas



2023 STRATEGIC PLAN

CONSTRUCTION OF NEW BUILDING

In order to accommodate the planned activities, the museum needs a new building with approximately 25,000 square foot facility. The new facility will be dedicated to museum functions including exhibition space to accommodate a newly constructed permanent exhibit and up to three temporary exhibits, theatre, meeting space, educational activates, research facility and library, and staff offices and archival storage.

RESEARCH, ACQUISITION & EXHIBITS DEVELOPMENT

This covers the research, artifacts acquisition and development of the museum permanent and temporary exhibits. Some of the temporary exhibits will be developed as traveling exhibits which will allow the museum to reach audience outside the museum walls and thus substantially increasing the number of visitors of the museum. IMMC will also develop a virtual museum on the web in order for visitors who cannot physically come to the museum or the traveling exhibits to access the museum knowledge base.

EDUCATIONAL PROGRAM DEVELOPMENT

The Museum recently consolidated all of its educational activities under its newly created Islamic Thought Institute. This includes conferences, educational outreach and the development of a complete educational curriculum about Islamic history and culture for K-12 curriculum, teacher workshops and resource materials, interactive educational web site, development of an Islamic history and culture library. It will position the museum to become the source for seeking knowledge regarding Islamic history and culture in the USA.

ENDOWMENT FUND DEVELOPMENT

In order to allow the long term sustainability of the museum, an endowment “Waqf” fund needs to be established. The principal amount of the fund will be invested, and all investment proceeds will be utilized for the continuing operation and maintenance of the museum.



REQUEST *for* INVESTMENT

IMMC HAS COMPLETED A FIVE-YEAR STRATEGIC PLAN THAT INCLUDES THE DEVELOPMENT OF FOUR COMPONENTS REQUIRING \$15 MILLION IN FUNDS.

THESE COMPONENTS AND RELATED COSTS ARE:

- \$3 million for site purchase and construction of a new museum building
- \$3 million for the development of IMMC permanent, temporary and traveling exhibition programs including the establishment of 10 IMMC affiliates throughout the USA
- \$7 million for the development of IMMC Islamic Thought Institute and related educational and outreach programs.
- \$2 million for establishing the museum's initial endowment "Waqf" fund

	2019	2020	2021	2022	2023	TOTAL
Exhibitions	0.4 M	0.5 M	0.5 M	0.8 M	0.8 M	3 M
ITI/ Education	0.7 M	1.3 M	1.6 M	1.6 M	1.8 M	7 M
New Facility	0.1 M	1.0 M	1.0 M	0.7 M	0.2 M	3 M
Endowment	0.1 M	0.25M	0.25 M	0.7 M	0.7 M	2 M
TOTAL BUDGET	1.3 M	3.05 M	3.35 M	3.8 M	3.5 M	\$15 M



EDUCATION *and* OUTREACH

THROUGH THE SUPPORT WE GAIN, IMMC WOULD BE ABLE TO PROVIDE SUPERIOR EDUCATIONAL AND OUTREACH OPPORTUNITIES FOR MILLIONS OF AMERICANS THROUGH ITS EXHIBITS, PROGRAMS AND EDUCATIONAL AND RESEARCH FACILITY.

This partnership can be facilitated through addressing the following questions:

- How can IMMC serve as effective educational resource for bridging the gap of understanding between the American public and Islam and Muslim communities overseas and to advance religious and cultural discussions to provide a better atmosphere for working together for the common good?
- How can IMMC enhance intellectual dialogue about how to utilize the best of what Islamic civilization contributed to the world as a vehicle to improve contemporary societal issues such as human rights and abuses of women's rights, intolerance, violence and terrorism, poverty, illiteracy, racism, and other forms of injustice?
- What are the possibilities of cooperation between IMMC and Muslim communities overseas for building cultural bridges?
- How can we utilize IMMC for exchange and building relationships with Muslim countries for educating and engaging their citizenry in an effort to help in overcoming past hurts, generating new dialogue about Islamic history for contemporary solutions, and illustrating the power of collaboration in bridging cultures?
- What does the Muslim community worldwide (government and non-government sources) need to do to effectively enhance Muslims appreciation and understanding of the need of museums as an educational and outreach tool?



SUPPORT LIST TO DATE

CORPORATE

Bank Plus
Capital Resources, Inc.
Elsohly Laboratories, Inc.
Entergy
Full Spectrum of New York
Geo-Spatial Mapping Technology
Horne CPA
Jackson Advocate Newspaper
McGlinchey, Stafford, and Lang
Mississippi Valley Gas
Regions Bank
Sound Vision
State Street group
Trustmark bank
Viking Range
Waggoner Engineering, Inc.
Walker & Walker, PLLC

GOVERNMENTAL

City of Jackson, Mississippi
Hinds County, Mississippi
Jackson Convention and Visitors Bureau
Jackson State University
Mississippi Arts Commission
Mississippi Development Authority
Mississippi Department of Tourism
National Endowment for the Humanities

NON-PROFIT ORGANIZATIONS

AWAIR
Chisholm Foundation
Community Foundation of Greater Jackson
DAWANET
Foundation for the Mid-South
Greater Jackson Arts Council
Harran Production Foundation
Hiatt-Ingram Fund
International Council of Muslim Women
Islamic Center of Vicksburg
Islamic Society of North America
Kellogg Foundation
Lutheran Episcopal Services in Mississippi
Masjid Al-Muminum, Memphis, TN
Masjid Al-Halim, New madina, MS
Masjid Al-Taqwa, New York, NY
Masjid Malcolm Shabazz, New York, NY
Masjid Muhammad of Jackson, MS
Middle East Policy Council
Mississippi Band of Choctaw Indians Mississippi Humanities Council
Mississippi Religious Leadership Council
Mississippi World Trade Center
Mosque Care of Chicago
Mosque Omar of Chicago
Muslim Community Center of Chicago
Muslim Journal
Nissan Foundation
Oxford Muslim Society
Unity Production Foundation
United Way
William Winter Institute of Racial Reconciliation
World Assembly of Muslim Youth

HUNDREDS OF INDIVIDUAL DONORS





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