



STANDING TOGETHER AGAINST HATE:

An evaluation of Tell MAMA

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Insley Consulting
March 2026



Ministry of Housing,
Communities &
Local Government



A YEAR OF STANDING TOGETHER AGAINST HATE



This report presents the findings of an independent evaluation of Tell MAMA's work between April 2024 and March 2025 – a year in which anti-Muslim hate reached record levels in the aftermath of the Southport murders and the far-right riots that followed.

5,095

people supported
through advice
and casework

3,527

people represented
in reporting hate
crime to the police
and statutory
services

1,619

professionals
trained

171

training
sessions

*"The service at Tell MAMA
was lifesaving for me
when there was nowhere
else I could get help."*

100%

of beneficiaries and
partners surveyed rated
Tell MAMA as 'excellent'
or 'good'

Key findings from 116 victims of hate crime supported by Tell MAMA

100%

felt treated with
respect and
empathy

98%

felt safe, heard
and understood

81%

felt a sense of relief
and resolution

79%

felt less anxious
or fearful

100%

felt less isolated
after Tell MAMA's
support



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This report outlines the findings of an outcomes evaluation conducted by Insley Consulting. Some quotes have been edited slightly for readability.

For further information, contact Tell MAMA | info@tellmamauk.org

INTRODUCTION

Tell MAMA (Measuring Anti-Muslim Attacks) is the leading independent, non-governmental organisation in the UK dedicated to tackling anti-Muslim hatred.

For more than a decade, it has provided a trusted and secure way for people to report incidents of anti-Muslim abuse and prejudice, whether online or in person.

Why Tell MAMA is needed: Anti-Muslim hate in the UK today

In recent years the UK has been witnessing a sharp escalation in anti-Muslim hate. This is not just in the number of incidents – a staggering 2,253% increase in street-based reports to Tell MAMA in 12 years – but also in their severity and visibility (Tell MAMA, 2025). This has understandably led to an increase in the fear and sense of vulnerability felt within Muslim communities.

Tell MAMA's monitoring data and media coverage, as well as the lived experience of beneficiaries all **point to a climate where harassment and violence against Muslims are becoming normalised.**



in street-based anti-Muslim hate incidents reported between 2012 and 2024

National and international events – such as the Hamas terror attacks on 7 October 2023 and the Southport murders on 29 July 2024, which sparked far-right mobilisations across the country – have emboldened perpetrators.

The shocking rise in anti-Muslim hate

According to Tell MAMA's report, *The New Norm of Anti-Muslim Hate* (2025):

- In 2024, Tell MAMA received 6,313 reports in total, **the highest number of anti-Muslim hate case reports ever recorded by the organisation in a single calendar year**, representing a **43% increase in incidents since 2023** (4,406 reports). Various reports indicate this is likely to be an underestimation of the true scale of anti-Muslim hate, as not all incidents are reported to Tell MAMA or the police.
- There was a **72% increase in verified street-based incidents** reported between 2023 (2,048) and 2024 (3,530).
- There was a **288% increase in online incidents** reported between 2022 (595) and 2024 (2,307).
- **Abusive behaviour**, which is the most common street-based incident, **increased 53% between 2023 and 2024**, while **threatening behaviour increased 328% and assault by 73%.**

The impact of anti-Muslim hate

This increase in hate takes an undeniable toll, with Muslim communities across the country increasingly fearing for their safety.

According to a poll by Tell MAMA and Survation in July 2024:

- **1 in 3 considered leaving the country following the far-right riots.**
- **Only 1 in 2 Muslims still feel safe in Britain.**

Many report **restricting their choices and freedoms as a response to repeated harassment** – avoiding wearing visible religious dress, staying away from certain public spaces, apprehension about speaking out – for fear of facing increased hate or repercussions.



How Tell MAMA responds to anti-Muslim hate

Through its casework and advocacy, Tell MAMA:

- **Supports individuals** – offering direct help to anyone who has experienced or witnessed anti-Muslim hate, including emotional support, advice, advocacy with agencies such as the police, and referrals to specialist services.
- **Monitors and records hate incidents** – collecting reliable national data on anti-Muslim hate, classifying incidents from online abuse through to threats, property damage, assault and extreme violence.
- **Works with institutions** – training and advising police forces, local authorities, schools, universities, and social media companies to strengthen their response to anti-Muslim hate.
- **Influences policy and public debate** – publishing regular reports and briefings that provide evidence on the scale and nature of anti-Muslim hate, raising awareness and shaping national policy responses.

Tell MAMA's ethos

At the heart of Tell MAMA's work is a commitment to universal human rights; everyone has the right to live free from fear and be protected from hate because of who they are.

While its primary focus is on supporting people targeted for being Muslim or perceived as Muslim, Tell MAMA supports anyone who contacts the service after experiencing a hate crime or incident.

Tell MAMA operates with a clear ethos. It is:

- **Inclusive and non-partisan** – The service supports all people from across Muslim communities, including minority groups who are often excluded or marginalised, and it works with partners across society.
- **Independent of politics** – Tell MAMA does not engage in political commentary or take positions on government policy or international conflicts. Its focus remains firmly on supporting victims and tackling hate.
- **Trusted and confidential** – Tell MAMA strives to provide a safe, reliable and confidential service that victims and witnesses can turn to with confidence.

While Tell MAMA's ethos of neutrality and inclusivity can spark internal debate within the community, this independent stance is precisely what underpins their operational credibility. It enables Tell MAMA to bridge the gap between victims, law enforcement, and government – ensuring that every incident is recorded and every victim is supported.

How Tell MAMA is governed

Tell MAMA is delivered by Faith Matters, a Community Interest Company (CIC) founded in 2006 to promote community cohesion, counter extremism and reduce conflict. The CIC model enables Faith Matters to operate independently while focusing on social purpose, reinvesting surpluses back into the mission rather than distributing profits.

Faith Matters provides the organisational infrastructure for Tell MAMA, including governance, oversight, and compliance with UK company law. It is led by a Director and overseen by a Board, with a statutory responsibility to ensure accountability, financial stewardship, and the delivery of community benefit.

Operating under this structure, Tell MAMA has the independence to act as a trusted monitoring and support service while also benefiting from Faith Matters' wider expertise and research on counter-extremism, cohesion and integration. It also enables Tell MAMA to pivot quickly to address emerging issues, such as online hate, intersectional discrimination, or specific community-led initiatives.



How Tell MAMA is funded

For more than a decade, Tell MAMA was directly funded by the UK Government via the Ministry for Housing, Communities and Local Government (MHCLG) and recognised as a key partner in tackling anti-Muslim hatred. During this period, Tell MAMA supported over 60,000 people, provided insight and analysis to the police, and consistently documented the scale and nature of anti-Muslim hate in Britain.

In March 2025, MHCLG announced that the core funding would come to an end, moving instead to a new open tendering process. Officials and Ministers noted that this was not a reflection on Tell MAMA's performance, but rather part of a wider change in funding arrangements.

Tell MAMA decided not to tender for the contract due to requirements from the funder that Tell MAMA considered to be unethical.

Despite their funding coming to an end in March 2025, Tell MAMA continues to operate its services. Although they are exploring new funding streams, without renewed and stable investment, there is a real risk that the thousands of people experiencing anti-Muslim hate who still turn to Tell MAMA for help will lose a vital source of protection and support.

This changing funding landscape makes this a critical moment to take stock of Tell MAMA's work – to independently assess its impact, demonstrate accountability, and provide clear evidence to guide future strategy and investment.

ABOUT THE EVALUATION

Independent evaluation

This independent evaluation, written by Insley Consulting, was commissioned to assess the difference Tell MAMA made between April 2024 and March 2025.

It seeks to answer the following Evaluation Questions:

Evaluation Questions

1. **Reach** – Who did Tell MAMA support, and how did people find the service?
2. **Delivery** – What progress was made against the agreed work plan?
3. **Quality** – How effectively and sensitively was support delivered? How effective were Tell MAMA's training and advocacy activities?
4. **Impact** – What difference did Tell MAMA make for individuals, partners, and wider systems?
5. **Counterfactual** – What would happen if Tell MAMA did not exist?
6. **Future focus** – How should Tell MAMA develop in its next phase?

Methods

We took a mixed-methods approach to answer the Evaluation Questions, including:

- **Desk research** – analysis of monitoring records, work plan and reports.
- **Beneficiary survey** - distributed to 717 people who were supported in the evaluation period; 116 people completed it.
- **Partner survey** – distributed to 103 partner organisations, with 36 responses.
- **Beneficiary interviews** – four semi-structured interviews with individuals supported by Tell MAMA.

A **trauma-informed approach** was taken throughout to ensure participants felt safe, respected and in control of their involvement.



Surveys

116 responses to beneficiary survey

36 responses to partner survey



Interviews

with **four** people supported by Tell MAMA

Evaluation limitations

As with any evaluation, there are some limitations to bear in mind when interpreting the findings:

- **Sample bias** – Participants were drawn from beneficiaries who had given consent and were recontacted by Tell MAMA. This approach prioritised ethical engagement, but may mean the sample reflects the experiences of those who were more accessible or willing to engage, rather than the full range of people supported.
- **Small number of beneficiary interviews** – we were able to conduct only four interviews, although we did triangulate findings with survey responses. Many people supported by Tell MAMA were understandably reluctant to share their experiences with external evaluators. Given the trauma of anti-Muslim hate, this reluctance is itself an important finding: it reflects the sensitivity of the issues involved and the high level of trust Tell MAMA has built with the communities it serves.
- **Timing** – the evaluation covers one year (April 2024 – March 2025), and findings may not capture longer-term changes.

Despite these limitations, the evaluation provides a robust and independent picture of Tell MAMA's reach, quality and impact during the 2024-25 evaluation period.

The logo consists of a large purple circle at the top, which transitions into a purple inverted triangle at the bottom. The letters 'TMM' are written in a bold, white, sans-serif font across the middle of the circle. A small white copyright symbol (©) is located to the upper right of the 'M'.

TMM[©]

**EVALUATION
FINDINGS**

REACH AND DEMAND

Unprecedented demand for support by victims of anti-Muslim hate

Over the course of 2024–25, Tell MAMA provided direct support to over 5,000 victims of anti-Muslim hate. The service was a key source of protection and support, offering practical advice, counselling, and advocacy to ensure individuals felt heard and protected.

- **5,693 reports of anti-Muslim hate** were recorded by Tell MAMA in 2024–25. **July and August 2024 saw a 65% increase in incidents recorded** after the abhorrent Southport murders and riots that followed (compared to the previous two months, see figure 1). **In 2024, Tell MAMA received the highest number of cases ever recorded in a single year.**
- Tell MAMA **provided casework advice and support to 5,095 individuals** in the year, 89% of those who reported an incident to Tell MAMA. As Figure 1 shows, Tell MAMA was responsive to the increase in demand, with the number of people supported correlating with the increase in reports in the summer of 2024.
- **3,527 people were represented in reporting hate crime to police and other statutory services**, helping victims to navigate complex systems and secure appropriate responses. 1,161 victims were supported as their cases moved through the criminal justice system.
- **Tell MAMA also provided 660 counselling sessions to 362 individuals in the year and hosted 115 in-person surgeries** in localities throughout the UK, addressing the emotional and psychological impact of hate incidents.

Tell MAMA experienced an exponential surge in demand after the horrific Southport murders and riots that followed in Summer 2024

Support provided to individuals

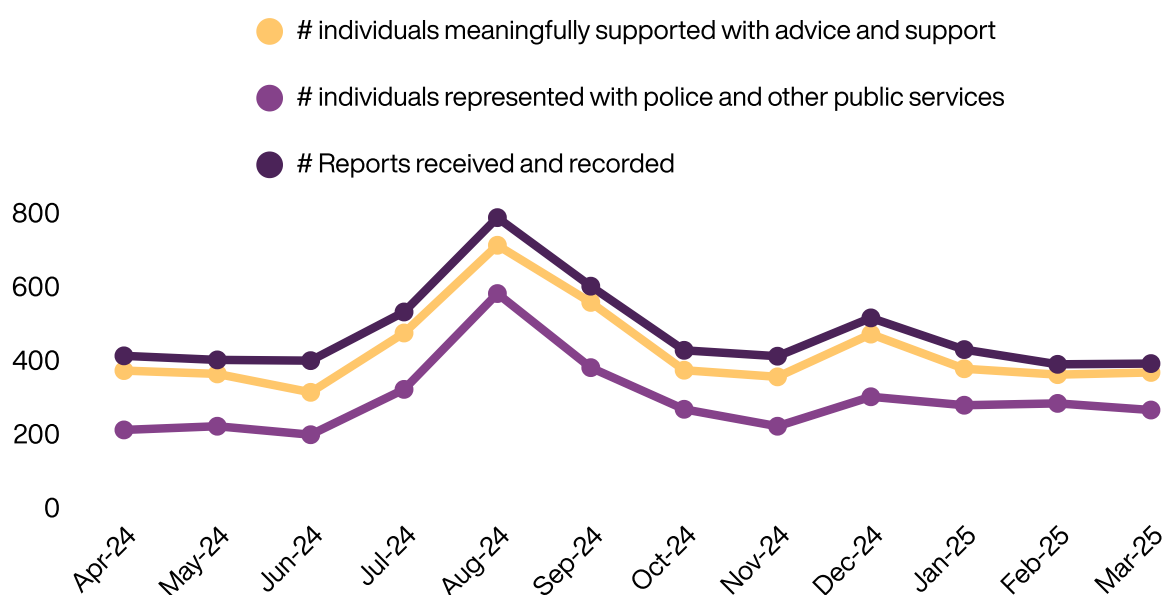


Figure 1 - support provided to individuals in 2024–25, showing the peak in support provided after the Southport murders at the end of July 2024

How people heard about Tell MAMA

Personal networks and word of mouth remain the most common way people hear about Tell MAMA, with 38% of people hearing about the service through family, friends, a community group or mosque (see Figure 2). Digital channels such as internet searches and social media are also significant. Referrals from organisations and public services play a smaller but still important role, underlining the need for Tell MAMA to maintain both community trust and visibility across multiple platforms.

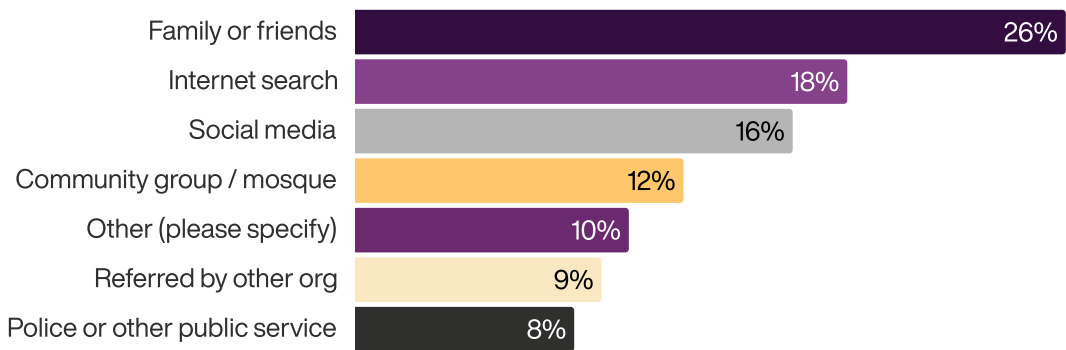
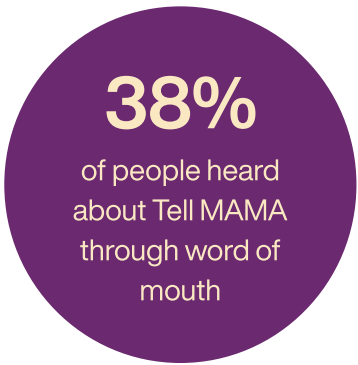


Figure 2 - How individuals heard about Tell MAMA

Age and gender of people supported

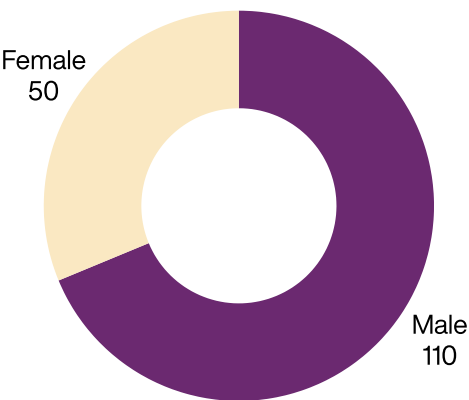


Figure 3 - Gender of people supported (where data was provided)

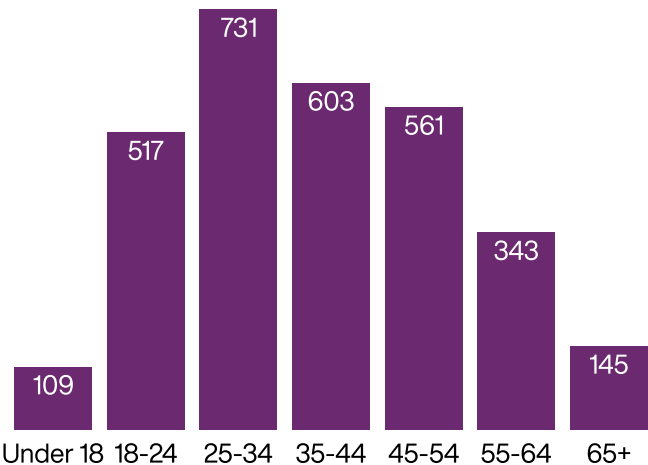


Figure 4 - Age of people supported (where data was provided)

SERVICES DELIVERED

Support to organisations

Alongside its frontline work with individuals, Tell MAMA plays a vital role in supporting organisations to better recognise, respond to, and prevent anti-Muslim hate. Over the year, Tell MAMA worked with a wide range of partners, including police forces, local authorities, educational institutions, health services, and community organisations.

Support provided included:

- **171 training sessions to 1,619 professionals** within police forces and other agencies to raise awareness of anti-Muslim hate and equip professionals with practical skills to support those targeted.
- **Raising awareness of anti-Muslim hate in 71 universities**
- **Advice and case liaison with statutory agencies**, ensuring victims were taken seriously and that responses were timely and effective.
- Policy influence and advocacy through briefings, reports, and participation in events and surgeries.
- Collaboration with social media companies to promote safer online environments and address harmful content.

“Tell MAMA are friends and allies you can trust.”

PARTNER

Feedback from partner organisations surveyed was highly positive (see [page 14](#)), **with all rating their working relationship with Tell MAMA as excellent or good, and describing the team as responsive, professional, and effective.** This collaboration helps to extend Tell MAMA's impact far beyond the individuals it directly supports – strengthening institutional responses and ensuring that victims are met with empathy and action when they turn to other services.

“When we organise events on online hate we frequently invite Tell MAMA to share best practice to less experienced Civil Society Organisations. We see them as a role model for other organisations to follow.”

PARTNER

1,619

professionals
trained



EXPERIENCES OF PEOPLE SUPPORTED

Feedback from individuals

The evaluation found that Tell MAMA is consistently described by beneficiaries as an **“invaluable”** service that listens, understands, and responds with empathy. Beyond practical help, people emphasised the sense of being believed, valued and supported at a time when they often felt isolated or silenced.

“Tell MAMA was the only organisation that would support me, wherever I was. Without them I wouldn’t have known where to turn.”

TELL MAMA BENEFICIARY, INTERVIEWEE

Getting the help they needed

83% of respondents said they got the help they were looking for from Tell MAMA. Some said that Tell MAMA was the only organisation willing and able to provide support regardless of their location or circumstances.

Feeling safe, heard and understood

Almost all beneficiaries surveyed (98%) said they felt safe, heard and understood. For many, this was the first time since the incident that anyone had truly validated their experience.

Empathetic and supportive

What came through most strongly was the emotional dimension of Tell MAMA’s support – **every survey respondent agreed they were treated with respect and empathy.** Beneficiaries spoke repeatedly of being welcomed without judgement, feeling **“cared for”** and **“valued”**.

Partners also noticed this ethos of care, describing Tell MAMA’s environment as **“phenomenal”** and praising the quick, empathetic response that beneficiaries received.

“I felt really defeated and vulnerable. It was Tell MAMA that helped me rebuild that strength. I felt really heard and seen when talking to them.”

TELL MAMA BENEFICIARY, INTERVIEWEE

83%

got the help they were looking for

98%

felt safe, heard and understood

100%

felt treated with respect and empathy

Survey respondents who agreed or strongly agreed (n=115)

A safety net in difficult times

Several interviewees described Tell MAMA as a safety net, knowing they could call the service and someone would advocate for them.

Additionally, some interviewees described how support from Tell MAMA contributed to giving them a broader sense of safety – for example, knowing that help is there when needed or because staff helped them to identify “**safety measures**”.

“It's been a horrendous situation that we've been in, but I knew Tell MAMA were on the end of the phone, if need be, and I knew that they would advocate as much as they could. So it felt a bit like a safety net.”

TELL MAMA BENEFICIARY, INTERVIEWEE

Timely and responsive

94% of respondents agreed that Tell MAMA's support was timely and effective. This responsiveness was particularly valued at moments of stress, when beneficiaries felt their situation could escalate quickly – even if the desired outcome from the hate incident was not achieved, people felt supported.

“Tell MAMA were very much there, their support was on time and moving with my situation.”

TELL MAMA BENEFICIARY,
INTERVIEWEE

Person centred and collaborative

A key strength identified by beneficiaries was Tell MAMA's tailored, holistic support to help them process what happened to them, and act on it, if they so wish – whether through counselling, advocacy, or practical support with reporting the crime to the police, then accompanying them to court. For some, this was like “**lifting a burden**”.

“Tell MAMA made me feel welcome, not judged by my identities. They were very open and supportive ... It made me feel there is hope out there.”

TELL MAMA BENEFICIARY

94%

agreed Tell MAMA's
support was timely
and effective

Beneficiary survey (n=115)

100%

rate Tell MAMA as
'excellent' or 'good'

Beneficiary survey (n=115)

EXPERIENCES OF ORGANISATIONS SUPPORTED

Feedback from partners

Feedback from partners is overwhelmingly positive. All partners who responded to our survey rated Tell MAMA positively, describing the organisation as **“professional”**, **“constructive”**, and **“great to work with.”**

Partners value Tell MAMA's timely responses, expertise, and collaborative approach, recognising the organisation as an essential force in tackling hate crime and building community cohesion.

Responsive and collaborative

Almost all partners (94%) highlighted Tell MAMA's responsiveness, describing the organisation as quick to act and reliable in urgent situations. Partners spoke about how Tell MAMA works in genuine collaboration, always seeking to understand and meet their needs, and sharing best practices and guidance to help strengthen institutional responses to hate crime.

“In my experience, Tell MAMA has never worked in isolation – their engagement has always been based on true partnership and collaboration. They have always been responsive in emergency situations, or when an immediate response is required.”

BARRY BOFFY MBE, FAIRER CONSULTING,
SURVEY RESPONDENT

94%

agreed Tell MAMA is
very or extremely
responsive

Partner survey (n=34)

Trusted expertise

Tell MAMA's external communications – including its reports, data, and briefings – were widely praised by partners as **“important”**, **“accurate”**, **“insightful”**, and **“trusted.”** A few partners also highlighted the quality of presentations and awareness-raising seminars, describing them as well-delivered and impactful:

“Amjad is extremely approachable and has always assisted our staff members whenever they call him for advice. He also has done well-received presentations for us at the NHS.”

HEALTH SECTOR PARTNER,
SURVEY RESPONDENT

Tell MAMA's expertise in the hate crime field is consistently recognised as one of their key strengths. Partners described the team as **“very knowledgeable”**, **“supportive”** and a critical source of evidence about the realities of hate crime in Britain today:

“They are so helpful, informative, and supportive to our projects. We really like how their research and data contributes to meaningful evidence about the true climate of what's going in Britain currently.”

AYSHA WARRAK,
CHAIR OF PEARLS OF PEACE

Effective and influential

Partners repeatedly underlined the effectiveness of Tell MAMA's work, with many representatives of different faiths noting that their absence would leave a significant gap:

“Tell MAMA is a crucial resource for the Muslim community and their collaboration with the Jewish community keeps citizens safer. It should be expanded and duplicated, not scaled back in any way.”

PARTNER

This effectiveness was seen not only in casework and community support, but also in influencing policy and practice. For example, Tell MAMA staff were praised for their constructive contributions to scrutiny panels, helping to improve Crown Prosecution Service policy and casework decisions.



Intersectional and inclusive

Several partners valued Tell MAMA's intersectional approach, noting their work across different groups and religions, such as supporting Muslim victims of homophobic hate crime and working closely with Jewish groups in tackling hate crime in general.

“The most significant and valuable feature of Tell MAMA is their fundamental belief in supporting universal human rights, rather than fighting for the rights of one community and ignoring the rights of others. The work across different religious groups to espouse these principles has been essential in trying to keep a lid on the tensions that are so prevalent in all sections of our society right now.”

PAUL GIANNASI, NATIONAL HATE CRIME ADVISOR AT THE NATIONAL POLICE CHIEFS' COUNCIL

One partner highlighted how Tell MAMA's example had helped their organisation take a more intersectional approach to its own work. Others spoke about how their work across faiths had helped to **“keep a lid on community tensions.”**

“They're doing very important work and, uniquely, they're doing it right.”

PARTNER



TMI®

**TELL MAMA'S
IMPACT**

THE DIFFERENCE MADE TO INDIVIDUALS

A SENSE OF RELIEF AND RESOLUTION

A strong and consistent theme from beneficiaries is that support from Tell MAMA brings a profound sense of relief. Many described feeling as if a heavy weight had been lifted once they were no longer dealing with incidents of anti-Muslim hate alone.

Survey data reinforces this finding: **81% of beneficiaries reported feeling a sense of relief and resolution as a direct result of Tell MAMA's support.**

How this change happens

1 Proactive support through casework

Tell MAMA's practical involvement in handling cases and advocating on behalf of individuals brings comfort and relief to those who experience it. Beneficiaries reported that Tell MAMA staff stepped in to liaise with the police, employers, and other relevant parties. This reduced the emotional toll of managing stressful and sometimes hostile interactions, allowing people to feel that the burden was shared – and that their concerns were being taken seriously.

One interviewee explained:

“Tell MAMA got cc'd in all the emails [about my situation] and they just handled the communication. And that was honestly like a burden lifted off my shoulders.”

TELL MAMA BENEFICIARY,
INTERVIEWEE

81%

felt a sense of relief
and resolution

Beneficiary survey (n=112)

This hands-on casework support helps individuals move from feeling overwhelmed, isolated, and powerless to feeling supported and reassured that the situation is being addressed. In some cases, resolution came from simply knowing there was a trusted, expert organisation advocating on their behalf.

2 Emotional support

The data and testimonies show that Tell MAMA is not only providing practical assistance but also creating a space of psychological safety. Beneficiaries felt that their experiences were validated, and that they were not left alone to navigate complex systems. This combination of advocacy, guidance, and empathetic communication is central to why Tell MAMA's work results in such a strong sense of relief and resolution for those affected.

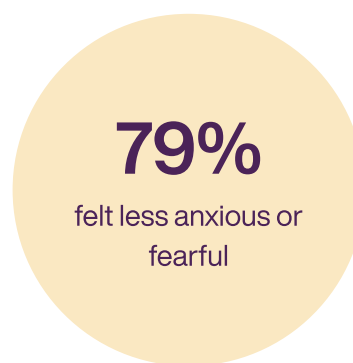
78%

of partners felt Tell MAMA
makes a valuable
contribution to supporting
people who have
experienced anti-Muslim
hate

Partner survey (n=36)

REDUCED ANXIETY

Another important outcome reported by beneficiaries is a noticeable reduction in anxiety and fear after receiving support from Tell MAMA. **Nearly four in five beneficiaries (79%) said they felt less anxious or fearful following their engagement with the service.**



Beneficiary survey (n=112)

How this change happens

Beneficiaries described three main ways in which Tell MAMA helped reduce their anxiety:

1 Practical confidence and reassurance

Many felt that having Tell MAMA by their side gave them a safety net, making them less afraid of facing anti-Muslim hate again. Support from caseworkers helped people feel more confident about what to do if they experienced anti-Muslim hate again in the future, which in turn reduced their sense of vulnerability.

“It's really reduced my anxiety and fear... I took learnings from it which make me now feel a lot more confident in dealing with Islamophobia or discrimination in that same setting. I feel as if they've given me the confidence that if it does happen again, I don't think I'd be as scared as I was when first experienced it.”

TELL MAMA BENEFICIARY, INTERVIEWEE

2 Emotional support and counselling

For others, relief came through counselling sessions provided by Tell MAMA. This support gave beneficiaries coping mechanisms, tools for managing anxiety, and a sense of hope and progress in their lives.

“The support and ongoing counselling is helping with my anxiety and fear. After every session, I feel better, and I am learning coping mechanisms.”

TELL MAMA BENEFICIARY

Several beneficiaries spoke in deeply personal terms about the **“life-changing”** and **“life-saving”** impact of this support.

“We need more organisations like Tell MAMA. Every week when I start counselling, I say ‘I’m here because of you.’ The support really changed my life. I don't think I'd be here, to be very honest, without it. That's something I don't say lightly.”

TELL MAMA BENEFICIARY, INTERVIEWEE

3 Building resilience

The findings indicate that Tell MAMA's interventions do more than address immediate concerns – they also equip people with lasting resilience. Beneficiaries not only felt calmer in the present and **“able to cope with life better”** but also expressed greater confidence in handling challenges in the future.

From Silence to Strength: Samina's Story

Samina*, a 34-year-old primary school teacher and mother living in the Midlands, had been part of her neighbourhood for a decade. That changed on a Tuesday afternoon when she was cornered at a local supermarket by a man who shouted anti-Muslim slurs, filmed her on his phone, and threatened to remove her hijab. Bystanders stayed silent.

Samina left the store trembling, unable to finish her shopping. In the days that followed, the psychological impact was immediate. She began avoiding the shops, asked her husband to take the children to school, and found herself flinching at the sound of a phone camera or the sight of a group of strangers. She felt a profound sense of "otherness" – as though she was no longer welcome in the city she had called home for years.

She was hesitant to call the police, fearing she would be told it was "just words." A friend suggested Tell MAMA.

When Samina called the helpline, she found more than a referral service. Her caseworker listened without interruption or judgement, and validated her experience – explaining that what she was feeling was a recognised and documented response to hate. For the first time since the incident, Samina felt her reality was acknowledged.

Tell MAMA's support was sustained, not a single call. The process began with careful evidence gathering, which helped shift Samina's mindset from paralysis to a sense of agency and control.



Tell MAMA contacted the local police directly to ensure the incident was officially recorded as a hate crime, removing the emotional burden of Samina having to repeatedly explain herself to authorities.

She was also referred to Tell MAMA's specialist counselling service, where sessions focused on managing her hypervigilance and rebuilding her confidence. Practical safety guidance and ongoing communication helped reduce her sense of isolation.

Six months later, the perpetrator was identified through CCTV footage, in part due to pressure from Tell MAMA. While the legal outcome mattered, the emotional recovery was equally significant.

Today, Samina walks her children to school again. She still wears her hijab with pride – and she carries with her the knowledge that she is not alone.

"I thought I was just one person in a supermarket. Tell MAMA showed me that I was a person whose dignity mattered, and they gave me the tools to stand tall again."

* Name changed

REDUCED ISOLATION

A universal theme in the feedback is the powerful reduction in isolation that beneficiaries feel once they connect with Tell MAMA. **All beneficiaries surveyed (100%) reported feeling less isolated** after receiving support.

How this change happens

Many beneficiaries explained that before reaching out, they had no one else to turn to, or felt that no one could help them.

The combination of advocacy, practical casework, and empathetic listening gave people the reassurance that they were not facing hate crime in isolation. The evaluation surfaced the following common themes:

1 Feeling heard and believed

Beneficiaries emphasised the importance of simply being listened to, taken seriously and having their experiences validated.

Others highlighted how the service filled a void when they and their families felt ignored elsewhere:

“I am glad there is Tell MAMA to go to – without them me and my family felt isolated and not heard for months. Thank you.”

TELL MAMA BENEFICIARY

2 Reducing fear and rebuilding trust

Support helped people to feel **“less fearful”** of others and more able to **“trust people again”**, even when hostility and abuse came from the people around them, such as colleagues and neighbours.

Tell MAMA plays a central role in providing not just a service, but also a community of support that reassures victims of anti-Muslim hate that they are not invisible, and that they do not have to face these challenges alone.

100%

felt less isolated

Beneficiary survey (n=102)

3 Navigating systems and institutions

Tell MAMA's advocacy helped beneficiaries communicate with universities, employers, and other institutions – shifting the balance of power and reducing feelings of victimisation.

“I managed to make the uni understand my perspective and the abuse I am suffering.”

TELL MAMA BENEFICIARY

4 Safety and practical support

In some cases, Tell MAMA's involvement connected beneficiaries to essential services and safe spaces – including a shelter – reinforcing the feeling that they were not alone.

5 A trusted presence

For many, the knowledge that Tell MAMA exists – and that they will be listened to and supported – was enough to counter feelings of loneliness and abandonment. The sense of connection and validation that victims gained helped to rebuild confidence and reduce the emotional strain of facing hostility alone.

INCREASED SELF-ADVOCACY

For many people, feeling understood and validated through Tell MAMA's support led to greater confidence, resilience, and the ability to deal with their situation more directly. **All beneficiaries surveyed (100%) reported that Tell MAMA helped them to have a voice.**

This outcome is about more than immediate relief – it reflects a longer-term shift in victims' sense of agency. **With Tell MAMA by their side, individuals felt able to challenge institutions, stand up for themselves, and rebuild trust in systems that may have previously failed them.**

How this change happens

1 Finding the courage to speak up

Several beneficiaries described finding the courage to confront discrimination directly, whether by challenging individuals or raising their concerns with organisations and institutions.

“Tell MAMA really gave me the courage to navigate things, and to stand up for myself and say: ‘Actually, yes, this is wrong, and it shouldn't be this way’”.

TELL MAMA BENEFICIARY, INTERVIEWEE

100%

felt they had been
given a voice

Beneficiary survey (n=102)

2 Building confidence and rebuilding trust

Support from Tell MAMA helped beneficiaries feel more confident in themselves and in their ability to cope if they were targeted again.

Every beneficiary surveyed said they now felt more confident about how to act should they experience hate in the future.

“Tell MAMA made me and my partner trust that things can get better.”

TELL MAMA BENEFICIARY

100%

feel more confident
knowing what to do if
something happens
again

Beneficiary survey (n=102)

“[I feel] more confident in myself and the systems around me.”

TELL MAMA BENEFICIARY

3 Translating materials

One partner also described how Tell MAMA's work is empowering their beneficiaries – women whose first language isn't English – indirectly, through the sharing of information in their own languages.

THE DIFFERENCE MADE TO ORGANISATIONS, COMMUNITIES AND SYSTEMS

INCREASED AWARENESS OF HATE CRIME

The evaluation found strong evidence that Tell MAMA plays a vital role in raising awareness of anti-Muslim hate, both as a frontline monitor of incidents and as a trusted source of intelligence. Almost all partners surveyed (94%) agreed that Tell MAMA makes a vital contribution to improving awareness of anti-Muslim hate, a necessary precursor to wider systems change.

94%

thought that Tell MAMA made a significant contribution to improving awareness of anti-Muslim hate crime

Partner survey (n=33)

How this change happens

1 High quality real-time data

Tell MAMA's monitoring produces near-real-time intelligence on anti-Muslim hate. This data offers insight into both online and offline abuse, disaggregated by type of incident, location, and context. Partners stressed that without this intelligence, law enforcement agencies and policymakers would face **"critical gaps"**.

2 Research and national oversight on community cohesion

Partners consistently highlighted the value of Tell MAMA's annual reports and thematic briefings, which are recognised for providing clear, evidence-based analysis that improves awareness of hate crime across policing, government, education, and civil society. At the same time, Tell MAMA's national oversight role connects local experiences with national systems, enabling institutions to better understand and respond to community tensions.

"They are the most important source of intelligence on community cohesion currently working in the UK."

MIKE AINSWORTH, NATIONAL POLICE CHIEFS' COUNCIL INDEPENDENT ADVISORY GROUP

3 Supporting policing and community responses

Police representatives described Tell MAMA as an **"invaluable partner"** and **"critical friend"**, helping them understand how communities are responding to national and international events.

"They are and have been invaluable partners to policing nationally and, where forces forge links, locally. The service they provided to communities through national oversight work to assess and respond to tensions has been critical."

PAUL GIANNASI, NATIONAL HATE CRIME ADVISOR AT THE NATIONAL POLICE CHIEFS' COUNCIL

Tell MAMA's expertise was seen as critical in the aftermath of the Hamas-led terrorist attacks in Israel on October 7th 2023, and the 2024 UK riots following the Southport murders, when tensions were high.

IMPROVED INSTITUTIONAL RESPONSE TO ANTI-MUSLIM HATE

The evaluation found clear evidence that Tell MAMA strengthens how institutions recognise and respond to anti-Muslim hate. **Over three-quarters (79%) of partners surveyed said their organisation's practice has already been or will be positively influenced by Tell MAMA.**

A large majority (88%) agreed that Tell MAMA makes a significant contribution to improving institutional responses through its work. This is one of the most frequent impacts mentioned by partners.

How this change happens

1 Influencing policy and leadership practice

Tell MAMA's evidence base and training has informed policies, guidelines and senior-level decision-making in multiple sectors. Partners reported using Tell MAMA data and insights to brief politicians, engage senior leaders and revise internal protocols.

"I have been able to provide senior politicians with an informed and accurate account of what hatred Muslims are experiencing."

DANIEL EL-GAMRY,
HEAD OF ENGAGEMENT OF THE
CONSERVATIVE PARTY

79%

agreed Tell MAMA
has or will inform their
practice

Partner survey (n=33).

"In terms of the impact ... it definitely meant that there were policies and procedures put in place ... things like a 'how to' guideline ... Tell MAMA were the ones who suggested those direct improvements and changes."

TELL MAMA BENEFICIARY, INTERVIEWEE

2 Supporting professional training and skills development

Police and other statutory agencies described how Tell MAMA has helped train officers and frontline staff, improving awareness and responsiveness. Trainers were noted as being **"very knowledgeable"**, with one partner citing the training to their local authority staff as **"a huge success"**. Training was often cited as the gateway to wider cultural change within institutions.

"We now ensure that our service users understand that we have an open door, so that they can be supported and have a listening ear."

MAXINE MILLS-SMITH, MANAGER AT THE
DOLPHIN WOMEN'S CENTRE

88%

Tell MAMA has made a
significant contribution
to enhancing
institutional response

Partner survey (n=33).

3 Informing communications and engagement strategies

Educational institutions, local authorities and charities reported that Tell MAMA helped shape communications plans and improve how organisations engage with Muslim communities in inclusive, intersectional ways.

“Tell MAMA has supported me and the organisations I have represented to upskill individuals in awareness of anti-Muslim hate and intolerance, as well as informing practice on engaging with Muslim communities in an intersectional and inclusive way.”

BARRY BOFFY MBE, FIEDP,
FAIRER CONSULTING

4 Acting as an advocate and catalyst for collaboration

In some cases, Tell MAMA's case work with individuals prompted other agencies to take concerns more seriously, creating new channels for dialogue and collaboration – in the example below, between police and their employer – that did not previously exist.

“Tell MAMA's advocating for us with the police has kind of meant that they have taken more of a notice and they have had more dialogue with us. Now there is this sharing of information situation with the company diversity team, which probably wouldn't have happened if Tell MAMA hadn't got involved.”

TELL MAMA BENEFICIARY, INTERVIEWEE

INCREASING COMMUNITY TRUST IN REPORTING HATE CRIME

As institutions improved their responses, beneficiaries and partners observed a knock-on effect in community trust. **The majority (91%) of partners surveyed believed Tell MAMA plays a valuable role in increasing confidence to report hate crime, a crucial factor in ensuring incidents are recognised and addressed.**

“[Tell MAMA has informed] policy change, influenced business priorities [and contributed to] increased trust.”

CORPORATE PARTNER

91%

of partners felt Tell MAMA has made a significant contribution to increasing community trust in reporting hate crime

Partner survey (n=33)

PROMOTING SAFE ONLINE ENVIRONMENTS

The evaluation found that Tell MAMA makes an important contribution to safer online environments. Although the project cannot directly control the actions of social media companies and other platforms, almost three-quarters (73%) of partners surveyed agreed that Tell MAMA's work contributes to promoting online safety – including through its monitoring, training, influencing, and advocacy.

73%

of partners felt Tell MAMA has made a significant contribution to promoting safe online environments

Partner survey (n=33)

How this change happens

1 Monitoring and intelligence gathering

Tell MAMA systematically tracks patterns of online hate, producing evidence that helps partners understand where and how online hostility escalates. This intelligence has been valued as **“ahead of the curve”** at a time when many platforms are **“scaling back safety functions”** and essential to spotting spikes in hate that can spill into offline violence.

“The role of social media in spreading online hate is irrefutable. Tell MAMA’s monitoring is a crucial source of information and they are often ahead of the curve on online trends. This empowers all relevant institutions to take early action.”

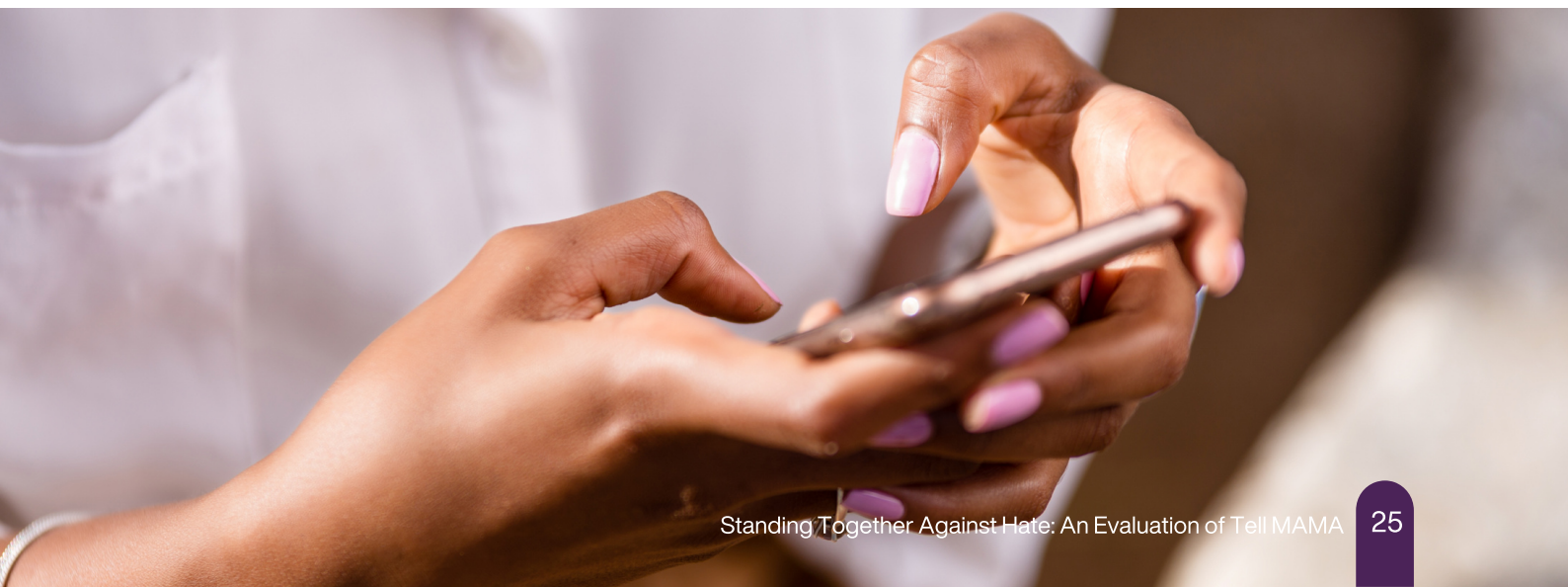
PARTNER

2 Sharing expertise and best practice

Tell MAMA is frequently invited to share their learning on online hate at events, training sessions and roundtables. Partners see them as a role model for civil society organisations, offering practical insights and models that others can adopt.

3 Influencing social media platforms directly

While Tell MAMA cannot directly enforce safer practice by social media platforms, its evidence base and advocacy ensure that policymakers, civil society organisations and regulators are better informed about online hate. In this way, Tell MAMA contributes to the ecosystem of pressure and accountability that is needed to secure longer-term change.



Reclaiming the digital space: Kareem's Story

Kareem* became the target of a coordinated far-right harassment campaign after he posted a video online promoting interfaith dialogue in his local community. Within 72 hours, his home address and workplace had been shared on extremist forums. The digital hate spilled into his physical life: threatening letters arrived in the post, and strangers began filming outside his front door.

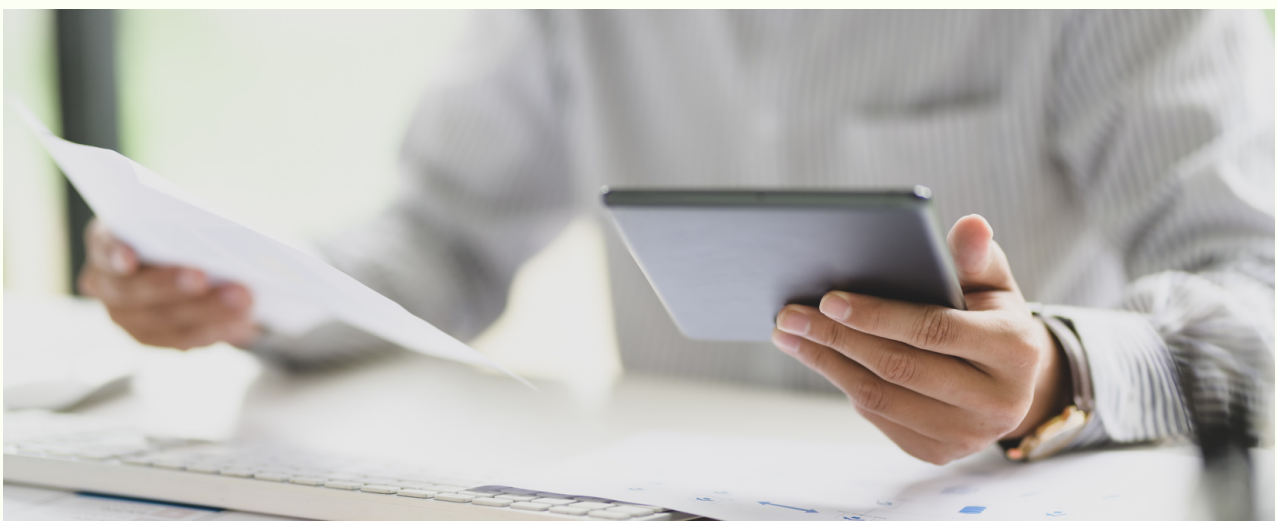
Kareem stopped sleeping. He began checking his car, became hypervigilant about everyone he passed in the street, and felt a suffocating loss of privacy and safety in his own home. When he turned to the police, he felt they did not fully understand the nature or seriousness of the digital threat.

Tell MAMA's response was immediate and multi-layered. Working quickly to have the threatening threads and content removed from extremist platforms within 24 hours, they deprived the campaign of its visibility and reach. At the same time, Tell MAMA provided the local police force with detailed evidence and context, escalating the case from a low-priority neighbourhood matter to a targeted hate crime investigation – resulting in his address being flagged for emergency response.

Throughout this process, Kareem received ongoing emotional support, with regular sessions focused on helping him distinguish between perceived and real threat, and gradually reducing the hypervigilance that had taken over his daily life.

The impact was substantial. Once the content was removed and police patrols began, Kareem described a physical release of tension he had not felt in weeks. Rather than deleting his social media presence out of fear, he learned how to secure his digital footprint – and continued to speak out. Tell MAMA had not only addressed the immediate threat; they helped Kareem reclaim his voice.

"I felt like I was being hunted by a thousand invisible faces, and the walls of my own home were closing in. Tell MAMA didn't just delete some posts – they gave me back my front door. You made me feel like I wasn't just a target on a screen, but a man worth protecting."



* Name changed

CONTRIBUTING TO CHANGES IN PUBLIC POLICY

The evaluation found that Tell MAMA plays a recognised and substantial role in informing and influencing public policy on anti-Muslim hate. Just over four-fifths (82%) of partners surveyed agreed that Tell MAMA's work has contributed to policy influence or change – a finding that reflects both the quality of Tell MAMA's evidence and the trust it has built with decision-makers across government, law enforcement, and criminal justice.

82%

Tell MAMA has made a significant contribution to influencing public policy

Partner survey (n=33).

How this change happens

1

Establishing a rigorous, national evidence base

Tell MAMA has fundamentally shifted the national conversation on anti-Muslim hate – from reliance on anecdotal accounts to a data-driven framework that policymakers and criminal justice agencies can act on. Its monitoring data, publications, and case insights give decision-makers access to reliable, near-real-time intelligence that is widely regarded as unique in the UK.

This evidence base directly informs how hate crime is understood and prosecuted. Tell MAMA's evidence-gathering supports the Crown Prosecution Service in ensuring that the religiously aggravated nature of crimes is appropriately reflected in charging and sentencing decisions. Partners described Tell MAMA's data as underpinning much of the national debate on how best to respond to anti-Muslim hate.

“Tell MAMA contributes at a scrutiny panel with a view to improving Crown Prosecution Service policy and casework decisions.”

BRIONY PIETRYKA, INCLUSION & COMMUNITY ENGAGEMENT MANAGER, CROWN PROSECUTION SERVICE

2

Acting as a trusted, independent voice

Through a formal partnership with the National Police Chiefs' Council, Tell MAMA provides real-time insights that enable law enforcement to de-escalate community tensions and respond effectively after trigger events. This partnership is built on Tell MAMA's consistent, non-partisan stance – an independence that allows it to advocate credibly with government, police, and criminal justice partners without being seen as politically aligned.

Tell MAMA is widely regarded by partners as a leading authority on anti-Muslim incident trends, precisely because of this independence and the rigour of its monitoring work.

Tell MAMA's consistent provision of high-quality data, trusted analysis, and an independent voice strengthens the national conversation on anti-Muslim hate. By equipping policymakers and criminal justice partners with evidence and insight, Tell MAMA helps to shape an environment in which meaningful policy change towards a more cohesive, tolerant society is more likely to occur.



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**NEW HORIZONS
FOR
TELL MAMA**

WHAT'S AT STAKE WITHOUT TELL MAMA

Beneficiaries and partners alike stressed that Tell MAMA makes a unique and irreplaceable contribution to tackling anti-Muslim hate in the UK. The loss of its core funding raises serious concerns about what would happen if the service was no longer able to operate.

Loss of vital support for survivors

For many beneficiaries, Tell MAMA was described as “life-changing” and “life-saving”. Victims said they would not have known where else to turn for help, particularly when the very institutions meant to protect them were themselves the source of harm.

“I have no idea where I would have been without that support, because it was a system where those who were entrusted to help and protect were the cause of the harm.”

TELL MAMA BENEFICIARY

Hate spreading unchecked

Tell MAMA was also recognised for its role in protecting wider society by challenging anti-Muslim hatred before it spreads further into policymaking and public discourse.

“Without Tell MAMA the suffering of British Muslims would be completely silenced and invisible.”

SHAMILA AHMED, ACADEMIC AT THE UNIVERSITY OF WESTMINSTER

Gaps that remain unfilled

The evidence gathered in this evaluation points to a role for Tell MAMA that goes far beyond data collection; it is the organisation that answers the phone when someone is trembling after a supermarket attack and does not know where to turn. It is the body that sits alongside victims in dealings with police, employers and courts – not once, but for as long as it takes. It is the independent voice that challenges institutions when they fall short, trains professionals to do better, and shapes the national conversation on hate in ways that a government-funded reporting body structurally cannot.

Partners described Tell MAMA as irreplaceable, not because no one else is counting incidents, but because no one else is doing *this*.

“Tell MAMA has been at the forefront of protecting devout Muslims from hatred, while simultaneously recognising the corrosive impact extremists have on wider social cohesion. No other examples of organisations that do this exist.”

SENIOR POLITICAL ENGAGEMENT
ADVISOR, SURVEY RESPONDENT

Without Tell MAMA, the people most harmed by anti-Muslim hate lose a lifeline. The institutions responsible for protecting them lose an independent, expert voice holding them to account. And the national conversation on hate loses the rigour and credibility that only a truly independent monitor can provide.

EVALUATION CONCLUSIONS

The delivery

Tell MAMA has **consistently delivered high-quality, trauma-informed support** to individuals and communities affected by anti-Muslim hate.

Beneficiaries overwhelmingly described the service as **empathetic, respectful and responsive**. Almost all survey respondents felt safe, heard and understood, and many said they would not have known where else to turn.

Partners also praised the **professionalism of the team**, describing Tell MAMA as collaborative, reliable, and quick to respond. Despite concerns about capacity, the evaluation found a strong reputation for quality in both frontline support and institutional engagement.

The difference

The evaluation shows that Tell MAMA makes a **tangible and unique difference at multiple levels**. For individuals, the service helps reduce fear and isolation, builds confidence, and provides resolution in the aftermath of hate incidents.

“The service at Tell MAMA was lifesaving for me when there was nowhere else I could get help.”

TELL MAMA BENEFICIARY, SURVEY RESPONDENT

For institutions, Tell MAMA provides **trusted data and analysis** that improves practice, strengthens training, and informs decision-making.

At the systemic level, Tell MAMA contributes to **raising awareness of anti-Muslim hate**, influencing public policy, and safeguarding social cohesion.

Without Tell MAMA, partners warned that victims would be left unsupported, hate would go under-reported, and critical intelligence for law enforcement and policymakers would be lost.

The opportunity

Tell MAMA now faces a turning point and must focus on what it does best – a trusted provider of victim support and counselling, an independent source of intelligence, and a credible advocate for change.

There is also scope to expand training provision as a sustainable income stream, build capacity in underserved regions, and raise visibility through stronger communications. By deepening its impact and influence, Tell MAMA can continue to play an essential role in tackling anti-Muslim hate in the UK.

“Tell MAMA should continue to deliver the vital work of providing direct support to victims, which remains at the heart of their impact. At the same time, there is real scope for them to expand their role in empowering communities to tackle anti-Muslim hate not only at the local level but also by addressing the structural drivers that allow it to persist.”

ANDY FEARN, CO-EXEC DIRECTOR, PROTECTION APPROACHES, SURVEY RESPONDENT

Standing together against hate requires more than monitoring – it requires the kind of trusted, independent, life-changing support that this evaluation shows Tell MAMA uniquely provides.

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ABOUT THE AUTHOR

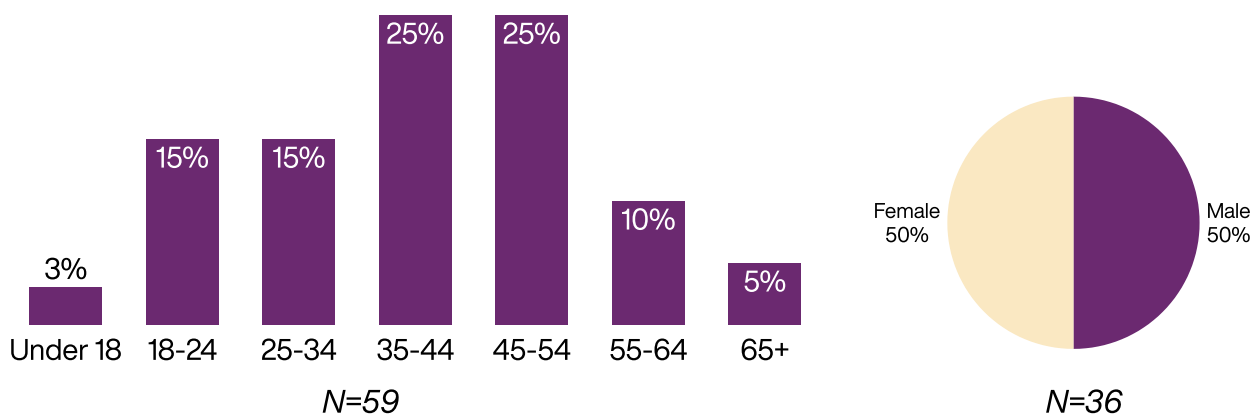
Emma Insley is the founder and Director of Insley Consulting, which specialises in helping charities and social purpose organisations to understand, evaluate and communicate their impact. Emma brings over three decades of experience in the voluntary sector, including as a charity CEO, fundraiser and grant assessor.

Insley Consulting worked alongside Tell MAMA to evaluate the difference their work makes for individuals, organisations, and wider systems. We supported them to gather and analyse feedback from beneficiaries and partners, identify key outcomes, and evidence the impact of their services. Our role has been to provide an independent evaluation, ensure findings are robust and evidence-based, and help steer Tell MAMA's future direction.

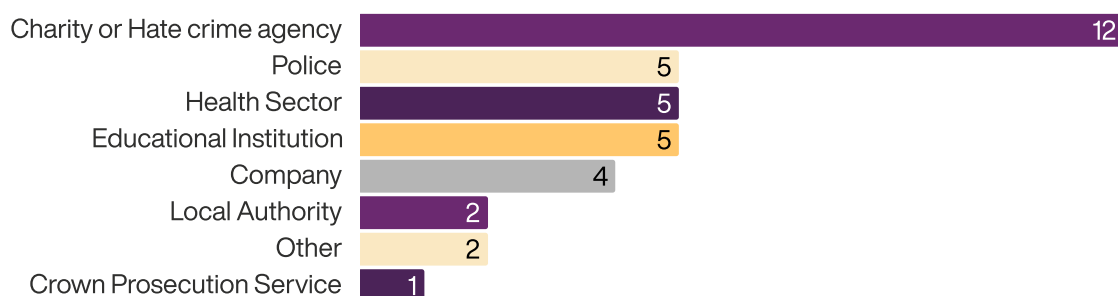


APPENDIX 1 - SURVEY RESPONDENTS

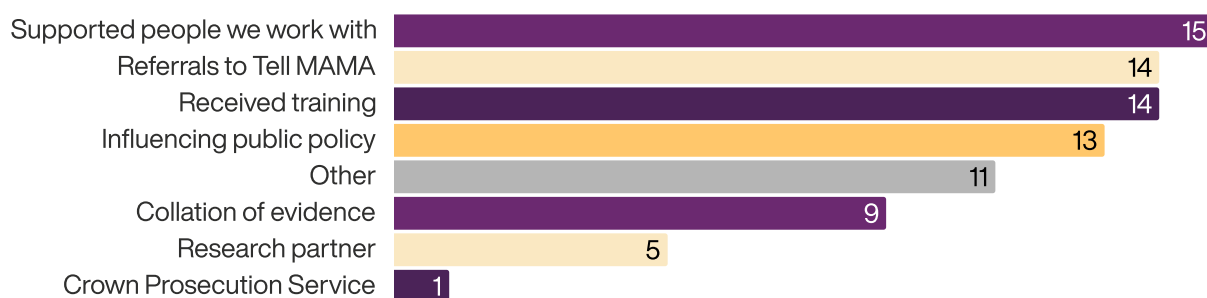
Age and gender of beneficiary survey respondents (where provided)



Organisational respondents, by type



Organisational respondents - how they have worked with Tell MAMA



**“Tell MAMA is the most important
source of intelligence on community
cohesion currently working in the UK”**

MIKE AINSWORTH, NATIONAL POLICE CHIEFS’
COUNCIL INDEPENDENT ADVISORY GROUP



For further information, contact
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info@tellmamauk.org



Ministry of Housing,
Communities &
Local Government

iii INSLEY
CONSULTING