



eMgage

Empowering Engaged Muslims

Politically Empowering American Muslims

Annual Report
2016

CONTENTS

4	Message from the Chairpersons
5	Organizational Structure
6	Meet the Team
8	The Board
9	Emgage Action
10	In Review 2016
12	Florida
14	Texas
16	Virginia
18	Pennsylvania
20	Delaware
22	Michigan
24	Civics Training
26	Marketing Campaign
28	Muslim Swing Vote
30	Leadership Development
32	Voter Engagement
34	Evaluating 2016: The Polls
36	EmgagePAC
38	2016 Finances
40	Support Emgage USA Foundation
41	Become a member

“
*No man is good enough to govern another
man without that other's consent.*”

- Abraham Lincoln
Abraham Lincoln



Message from the Chairpersons

2016 was a critical year for Emgage and a year where as an organization we hit several first-time accomplishments. For the first time, Emgage ran a Get Out the Vote Campaign across five states for a general election and now has capacity in several battle ground states across the country. It was also the first year that Emgage Foundation received grants to carry out its voter engagement work both from State Voices and the Open Society Foundation.

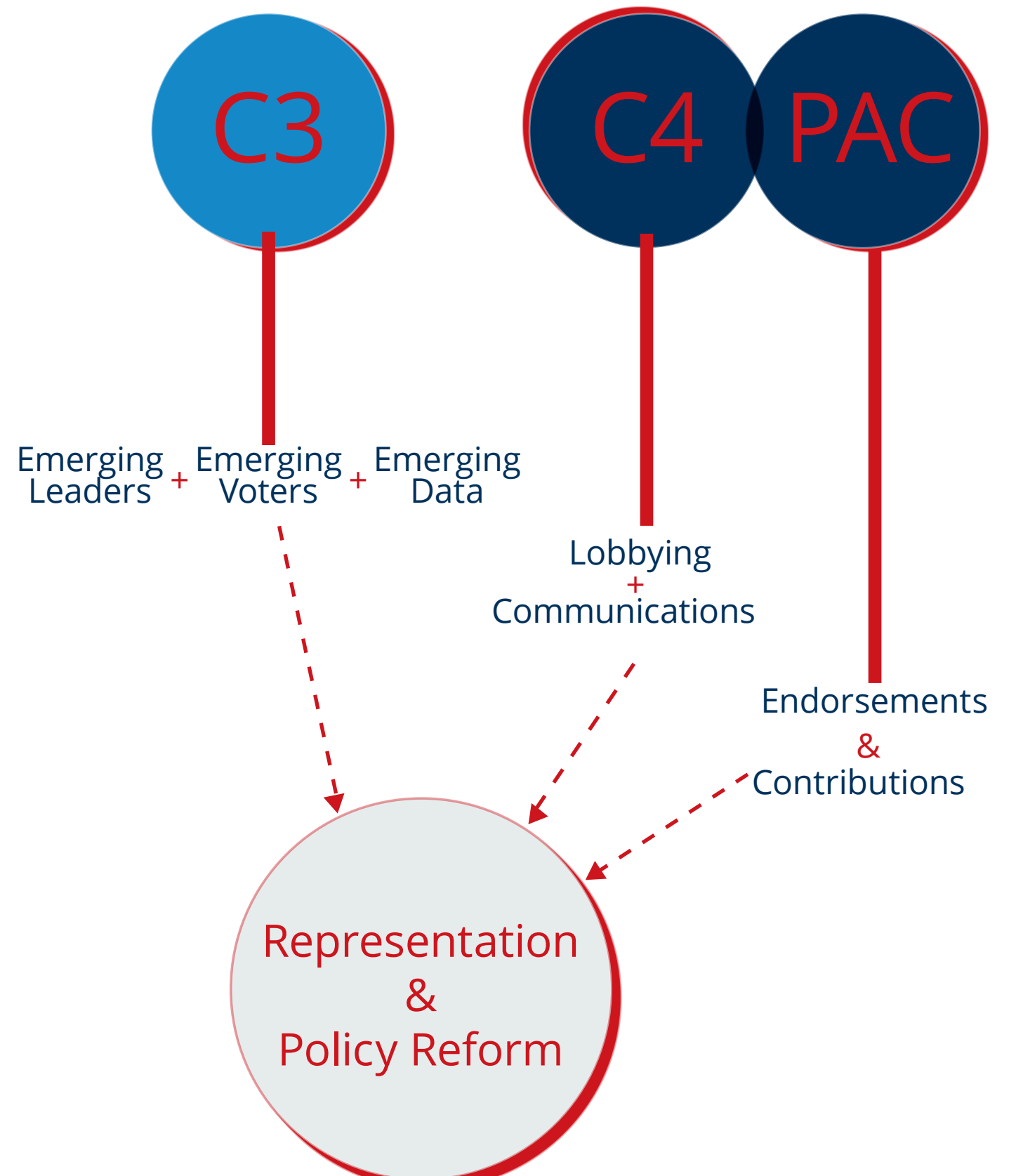
Although our communities continue to face significant challenges, it is imperative that we continue to organize and build capacity on the ground. When we started this organization, we knew that fruits of our labor would take several years if not over a decade to accomplish. We are not there yet, but we are on the way as the leading Muslim American civic and political organization. While other communities have been politically organizing for decades this space is relatively new for us. Despite this, we have created a solid infrastructure, increased our financial support year over year and have staff across the country working tirelessly to ensure Muslim Americans are educated about the political process, getting out to vote and have a voice on issues that matter to them in their communities and nationally.

In 2017 our goal is to take our grassroots capacity and begin organizing Muslim Americans around issues. Not just issues that affect Muslim Americans, but issues that impact all of the communities we live in from income inequality to access to health care to climate change. The goal is to educate the community on the most important issues of our time and to begin organizing around policy positions that reflect our values and our hope for the future. We are also making investments in building a Washington, DC presence and developing a strong national team to be the backbone of these efforts. You will see that the organization accomplished several great achievements in 2016, but the have a long road ahead. We cannot do this without your continued support. We want to thank all of you for what you have done to support this organization and look forward to paving the way to a bright future for our community in the years ahead.

KHURRUM WAHID
Chairman of Emgage Action

AJ DURANNI
Chairman of Emgage Foundation

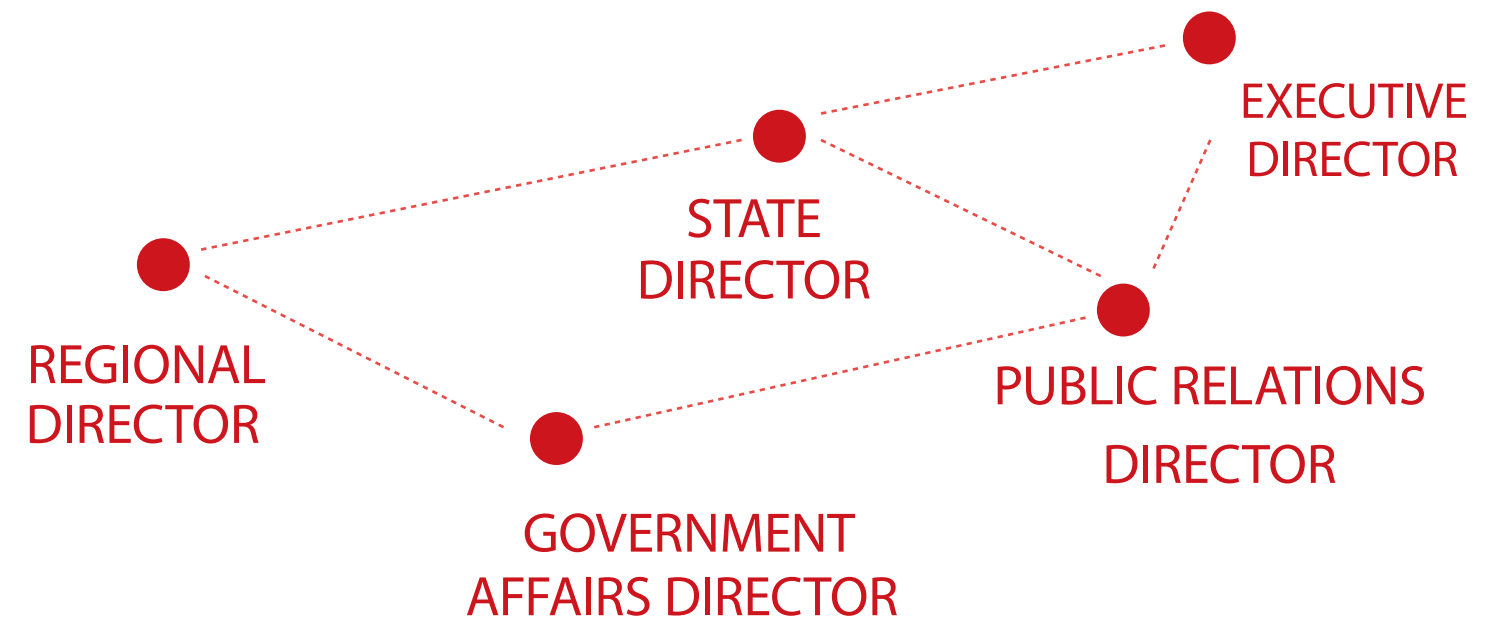
Organizational Structure



Meet the Emgage Foundation Team

WHAT DEFINES THE MUSLIM AMERICAN COMMUNITY?

The diversity of our community is one of our greatest strengths while also our greatest challenge. Emgage strives to ensure that we are able to reach every part of the American Muslim community. To do that, we have actively built our board and staff to reflect the diversity of our communities and our country. The various backgrounds and experiences our team brings to the table helps us to better serve our communities and country. Through sharing the best of ourselves as a team we have built tight bonds and a sense of family at Emgage. It is with that same passion and understanding we are able to do the civic work that you have entrusted us to do and bring communities together.



Wael Alzayat
National CEO



Sumaiya Ahmed
National Communications Director
Michigan



Hassan Sheikh
State Director
Michigan



Umarah Zakaria
Executive Director
Texas



Wasi Mohammed
Regional Director
Pennsylvania



Aysha Ahmed
Deputy Communications
Washington, DC



Saif Hamideh
Legislative Affairs Coordinator
Florida



Vetnah Monessar
Regional Director
Central Florida



Arqum Rashid
Executive Director
Delaware



Tamara Ayon
Executive Director
Florida

EMGAGE FOUNDATION BOARD

Khurram Wahid
Florida
Board Member

AJ Durrani
Texas
Chairperson

Amin Mitha
Florida
Board Member

Itefat Hamzavi
Michigan
Board Member

Farooq Mitha
Washington D.C.
Board Member

Fayrouz Saad
Michigan
Board Member

Suhail Nanji
Florida
Board Member

Wasif Qureshi
Pennsylvania
Board Member

Mohammad Aziz
Pennsylvania
Board Member

Shereef Elnahal
Virginia
Board Member

Jamiah Adams
California
Board Member

Nidal Hozein
New Jersey
Board Member

EMGAGE ACTION BOARD

Khurram Wahid
Florida
Chairperson

Farooq Mitha
Washington D.C.
Board Member

Abdul Mughees Choudhury
Pennsylvania
Board Member

Farrukh Shamsi
Texas
Board Member

Monira Hamid-Kundi
Texas
Board Member

Mohammed Salim
Michigan
Board Member

Quazi Khalid
Pennsylvania
Board Member

Abdulmajid Katranji
Michigan
Board Member

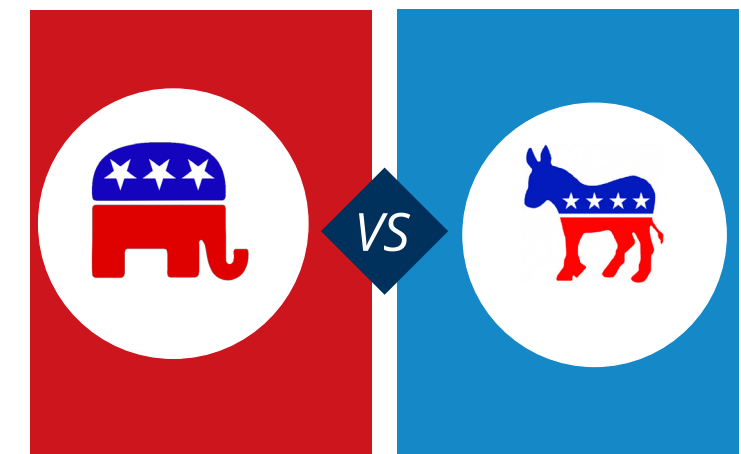
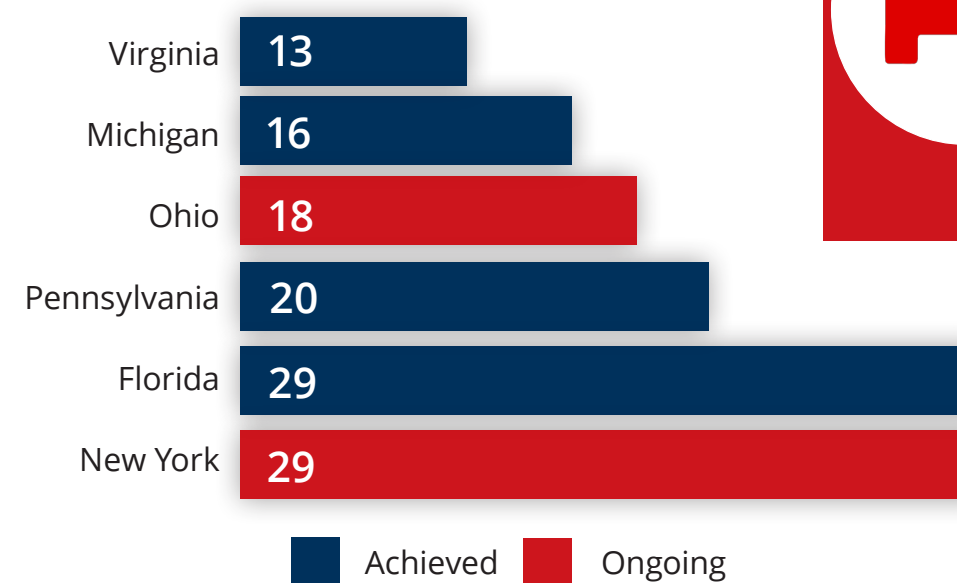
IN REVIEW 2016

Emgage is ready, willing and poised now more than ever to serve the Muslim American community. With our upgraded infrastructure, improved data capture capability, access to information and our strategic alliances with other organizations, we intend to be there every step of the way as you head to the ballot box. Some targets and services we have accomplished in 2016:

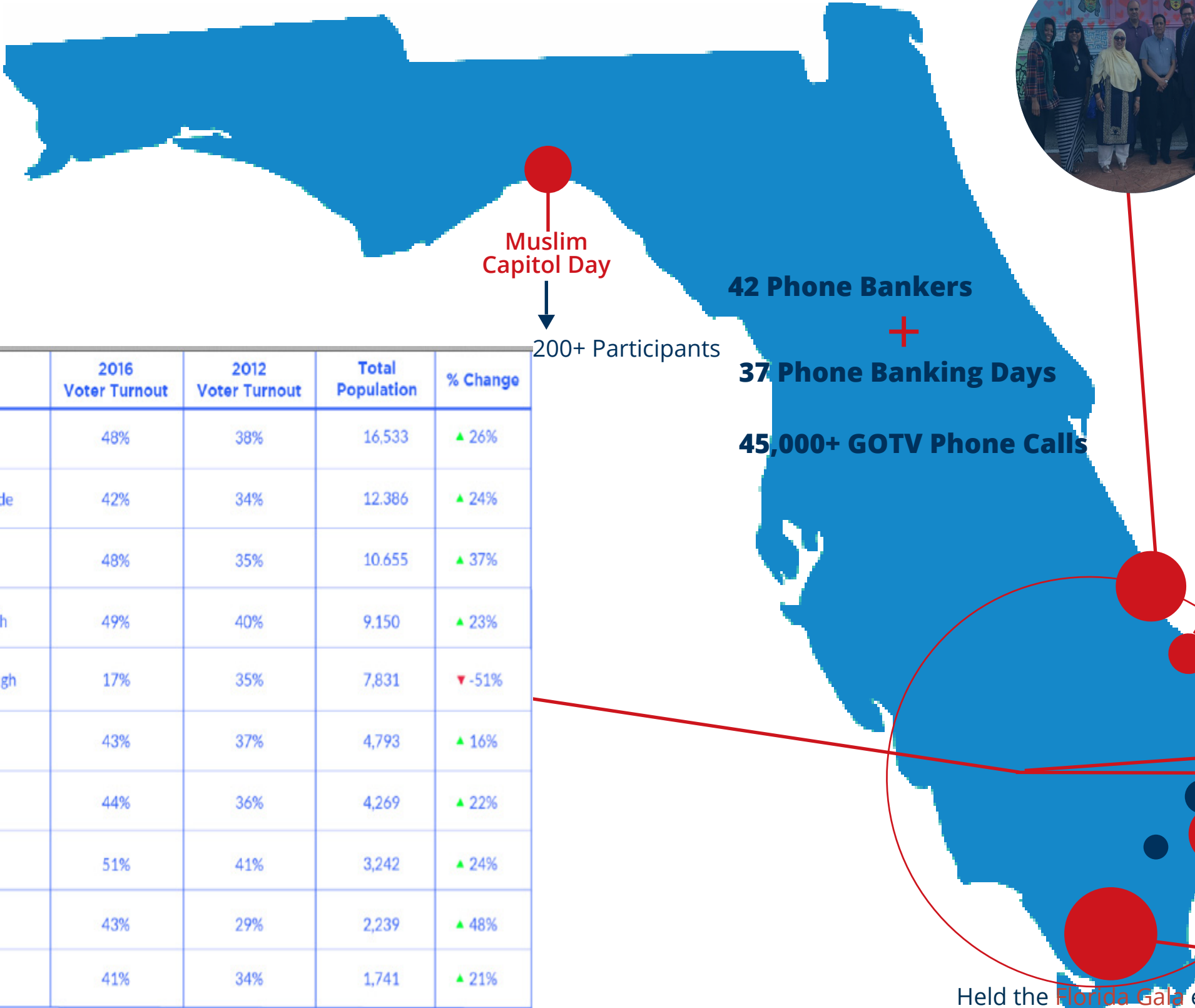
- *Voter registration drives*
- *Debate watch parties*
- *Candidate Forums*
- *Legislative Trackers (State & Federal)*
- *2016 Voter Guides*
- *Webinar workshops*

Electoral Votes

Through our swing states strategy, Emgage was able to organize and educate the Muslim American community to mobilize 125 of the 270 (46%) electoral votes in key states



Florida |



County	2016 Voter Turnout	2012 Voter Turnout	Total Population	% Change
Broward	48%	38%	16,533	▲ 26%
Miami-Dade	42%	34%	12,386	▲ 24%
Orange	48%	35%	10,655	▲ 37%
Palm Beach	49%	40%	9,150	▲ 23%
Hillsborough	17%	35%	7,831	▼ -51%
Duval	43%	37%	4,793	▲ 16%
Pinellas	44%	36%	4,269	▲ 22%
Seminole	51%	41%	3,242	▲ 24%
Osceola	43%	29%	2,239	▲ 48%
Polk	41%	34%	1,741	▲ 21%

Organized the first **Latino Muslim Convention** from IslaminSpanish in December.



500+ Attendees

Held a **candidate forum** for Palm Beach's political candidates and community



15 total forums

Hosted **3 Sharing Ramadan** events across South Florida with 15 elected officials and candidates present



Held **Civic Trainings** with the community at the Islamic Center of South Florida

250 Trained

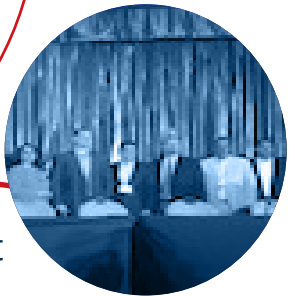
Supported MSA groups, on for the 2016 Olympic Games held at IFSF



1000+ Attendees



Joined the **AlMaghrib Institute**, at Nova Southeastern University, to recruit young professionals and college students for community involvement



Held the **Florida Gala** event at The Miramar Cultural Center, celebrating work done in South Florida community

Texas

Emgage volunteers at Candidate Forum for local candidates in Harris County and Fort Bend County



Emgage Voter Registration Drive at Eid Prayers in Stafford



Sheriff Troy Nehls and Kim Ogg: Future Houston District Attorney at Emgage Candidate Forum

↓
100+ Attendees

Candidate forums

40,000 GOTV Phone Calls



15 Voter Registration Drives



500 Registered

Ethnic media ads

Block walking

Phone calls

Voter registration drives

GOTV 2016

Emgage at Houston ISGH Mosque urging voters to vote in the upcoming elections



Virginia |

County	2016 Voter Turnout	2012 Voter Turnout	Total Population	% Change
Fairfax	69%	69%	33,375	▲ 15%
Loudoun	75%	75%	9,963	▲ 19%
Prince William	70%	70%	9,050	▲ 21%
Arlington	64%	64%	3,782	▲ 12%



Partnered with **Makespace** to phonebank communities



Hosted **Virginia Eid Gala** with special guest **Dean Obeidallah**

250 Participants



Organized a Virginia healthcare town hall with **Lt. Governor Ralph Northam** and **AAPNA**



Coordinated **Muslim Capitol Day** in Richmond

"America is at its strongest when every citizen participates in the political process. EmgageUSA does great work in engaging Muslim, Arab, and South Asian American communities to participate in the political process and I look forward to continuing to work with them."

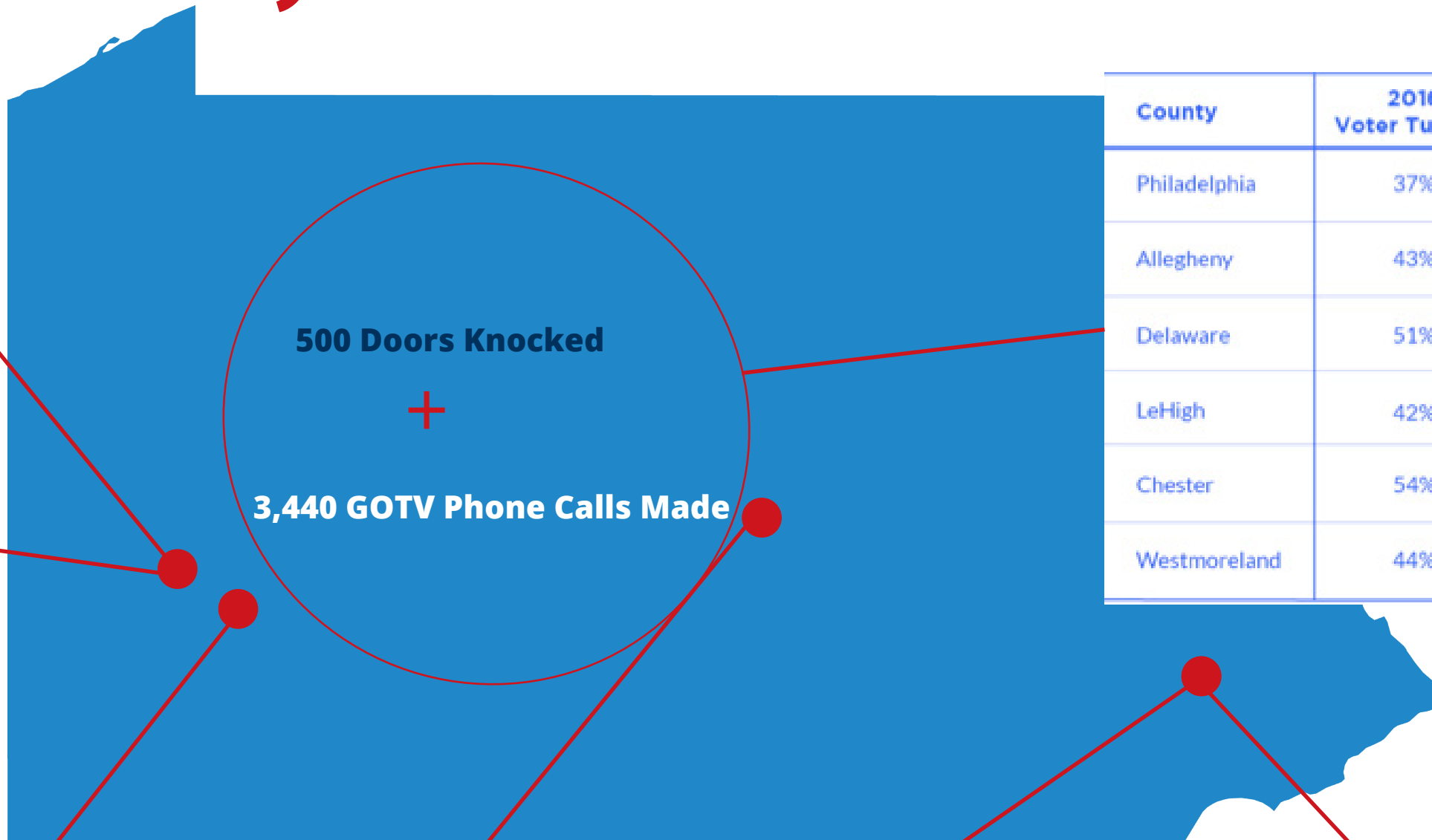
-**Barbara Comstock** Congresswoman, Republican, District 10

"Emgage Virginia makes the heavy work of organizing, informing, and training voters across the Commonwealth look easy. At this critical time in our politics, their work empowering Muslim, South Asian and Arab American communities to speak up and speak out is invaluable."

-**Lt. Governor Ralph Northam**

3,000 Voter Cards Distributed

Pennsylvania |



County	2016 Voter Turnout	2012 Voter Turnout	Total Population	% Change
Philadelphia	37%	32%	13,467	▲ 16%
Allegheny	43%	36%	5,611	▲ 19%
Delaware	51%	39%	4,451	▲ 31%
LeHigh	42%	32%	2,824	▲ 31%
Chester	54%	41%	1,897	▲ 32%
Westmoreland	44%	43%	790	▲ 2%



Expanded operations by opening a **new office in Delmont**



Hosted a **Sharing Ramadan** with elected officials



Educated community by distributing "**Emgage USA 2016 Presidential Voting Guide**"



Emgaged several mosques in **Khutba Day**
↓
5 participating mosques



Hosted an "**Evening with Dean Obeidallah**"

*"I am so honored to have formed a collaborative relationship with members of **Emgage PA** and the Muslim community. I appreciate their willingness to work with me and engage with me on the issues they care about, and I will work to represent them in **Harrisburg** as their new **State Representative.**"*

-Carolyn Comitta, PA-156 State Representative



Hosted "**Meet Your Elected Officials**" in **Allentown**

Delaware |



Usman Sandhu
Chair



Abobaker Mused
Vice Chair



Arqum Rashid,
Delaware State Director



Shan Siddiqui
Outreach and Public Engagement Intern



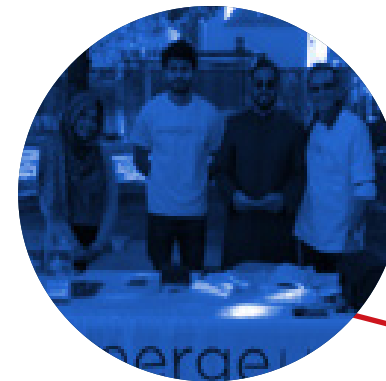
Abeer Jafil
Policy and Communications Intern

What should we do now?: A post election discussion by Engage Delaware
After a long and intense election year, Engage Delaware hosted a post election open discussion for people to share their insights, feelings and opinions about the election and future of their country.

Expanded operations by opening a **new office in Newark**



Hosted **voter registration** drives at mosques across the state

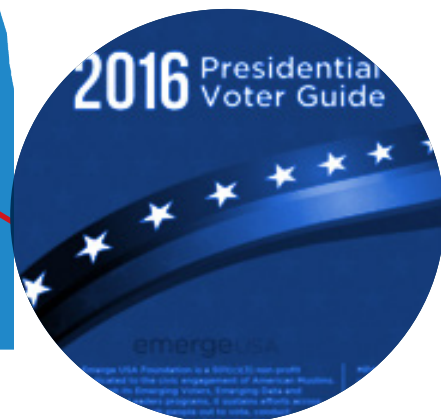


Held a post election discussion: **"What Should We Do Now?"**



Educated community with mass distribution of the **Engage 2016 Presidential Voter's Guide**

Launched one month before elections



Created videos with local Imams to encourage Muslim Americans to **Get Out the Vote**



Michigan |



County	2016 Voter Turnout	2012 Voter Turnout	Total Population	% Change
Wayne	31%	28%	44,753	▲ 11%
Oakland	39%	34%	16,468	▲ 15%
Macomb	36%	30%	12,538	▲ 20%
Washtaw	32%	29%	4,617	▲ 10%
Ingham	28%	27%	2,097	▲ 4%



"Emgage is an incredible asset to the community. They are filling a void that was desperately needed. Their mission to educate, engage, and empower the community via the political process is vital to the future of our nation. Only through an educated and engaged population can we ensure that our nation stays the most amazing democracy on Earth."
 -State Representative Abdullah Hammoud (D)



Hosted **voter registration** drives at mosques across the state



30 voter registration drives

19,592 GOTV Phone Calls

496 New Voters



Held **2** debate watch parties and **1** Election Watch Party



Held **9** candidate forums in partnership with other organizations



Houston, TX



Orlando, FL



Fairfax, VA



Kissimmee, FL

Civics TRAINING

A core program of Engage is to better educate our communities on how government works, how citizens can best engage government and how to get involved in the political process. Our training tackles four categories: Government Structure, Civic Engagement, The Legislative Process, and Advocacy.

*"When it comes to community civics education and outreach to its elected officials, Engage sets the standard."
-Imran Siddiqui*

Marketing Campaign



To motivate a voter base under the constant barrage of politicians, we produced videos and narratives highlighting Muslim community leaders to inspire our voters to not fold under pressure, but rather, to make sure our voices are heard.



200,866

reached through ethnic and other media advertising

PAK MAGAZINE
AN INFORMATIVE WEBSITE ON PAKISTAN

The Arab American News
Established September 7, 1984



JAZEERA

MUSLIM SWING VOTE

Sparked by rhetoric charged by momentum



In 2016, we developed **MuslimSwingVote**, an energizing GOTV campaign that motivated voters with stories from the community and educated Muslims by providing a resource center. Our resource center provided registration voter deadlines and absentee voting, locating your polling place, data on Muslims in our 5 swing states, districts that can swing the vote, and the top 5 zip codes in each state that urgently need to vote due to their population size.



40,060 page views
13,552 users
2.5 average pages per user



"Whoever is elected, we have to remain engaged and work for policies that address our community. That is what democracy is about—elections, of course, but also all the organizing that happens in between."

-Remaz Abdelgader, Emgage Virginia

Our policy points tackle
 Refugee Resettlement in the US
 Criminal Justice Reform
 Hate Crimes Against Muslim-Americans
 Legislative Advocacy



"I'm raising my two boys to be activists, teaching them that being a Muslim means giving back to the community. In our faith, once you're able to provide for the people at home, you have to go out and take care of your neighborhood as well."

-Rashida Tlaib, Former Michigan State Representative
 PAGE 28 **EMGAGE FOUNDATION**





Emerging Alumni

"In a time of incredible divisiveness and hatred in our own nation, our nation needs to do a better job of celebrating who we are, where we come from and what religion we practice and I want to join with Emgage to stand for those principles."

- Gene Wu, Texas State Representative

LEADERSHIP DEVELOPMENT



"I love working with Emgage because of how diverse and inclusive we are. Emgage opens doors to opportunities for those who are marginalized and underrepresented... representation and civic engagement are crucial to how our government works, and I'm so happy I get to work for an organization that advocates for that."

-Narissa Ayoub, Michigan



Change is induced through active participation, not merely through its suggestion. Emgage not only instilled this in me but gave me the tools to effectively implement the skills that I have learned.

-Iman Khalil, Florida

For more information visit: emgage-usa.org/leadershipdevelopment

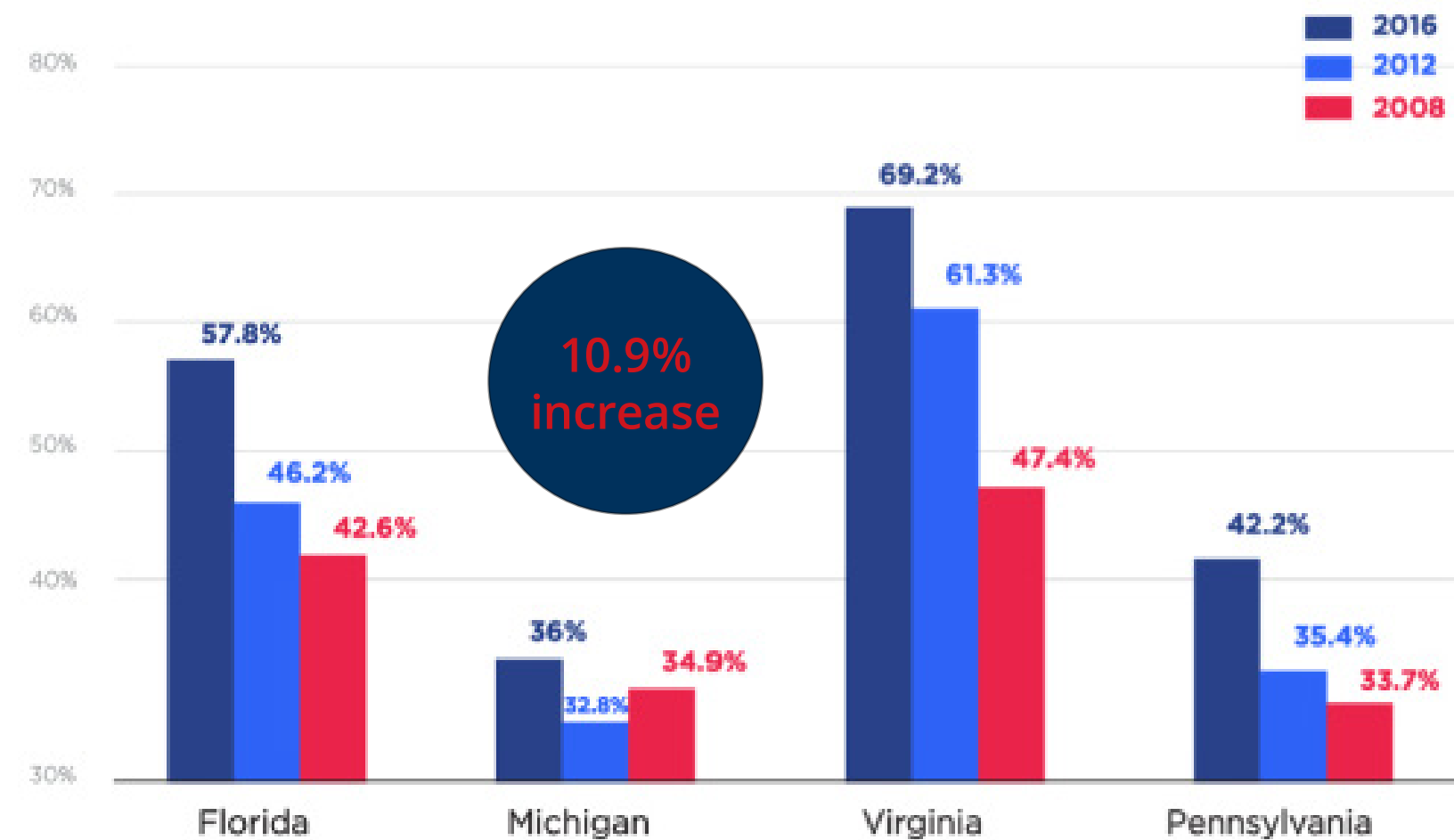


"Emgage has helped me enhance my skillset by helping me improve my management skills, my organizational skills, and my public engagement skills. I was also able to nurture wonderful relationships with the staff, as I had a wonderful time working with Hassan and the Michigan team".

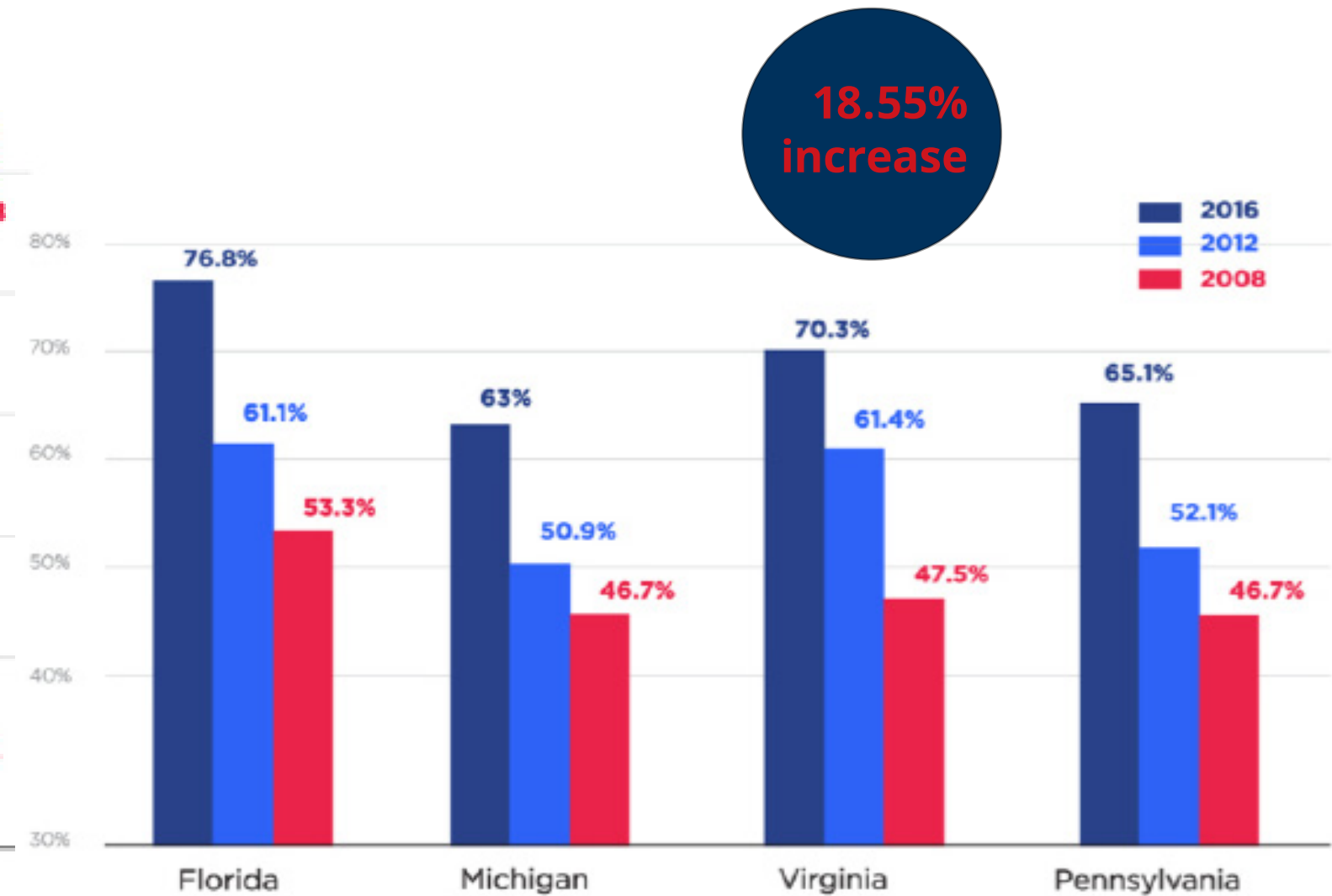
-Youssef Awad, Michigan

VOTER ENGAGEMENT

Voting Eligible Muslim Population Voter Turnout



Registered Muslims Voter Turnout



Polls

Through our *Engagement*, we were able to significantly increase voter turnout amongst communities we worked with.



Pennsylvania

↓
Compared with 20.9% increase with counties not engaged with



Virginia

↓
Compared with 3.2% increase with counties not engaged with



Michigan

↓
Compared with 4.7% increase with counties not engaged with



Florida

↓
Compared with 17.2% increase with counties engaged with in total

17.2%

average increase in voter turnout throughout counties we engaged with

EVALUATING

2016





Emgage PAC also ran the first ever *political advertisement* by any Muslim American political organization. These advertisements received *tens of thousands* of views across the country.

THE CHOICE IS CLEAR.

TAKE CONTROL NOW AT

WWW.EMERGE-PAC.ORG/HILLARY

EMGAGE PAC

THE **FIRST** FEDERAL PAC THAT REPRESENTS MUSLIM AMERICANS

Emgage PAC has *endorsed* and *financially supported* candidates across the country, a majority of whom went on to win their elections. The PAC also produces a voter recommendation slate, which it distributes in local communities mobilizing tens of thousands of voters within individual states.

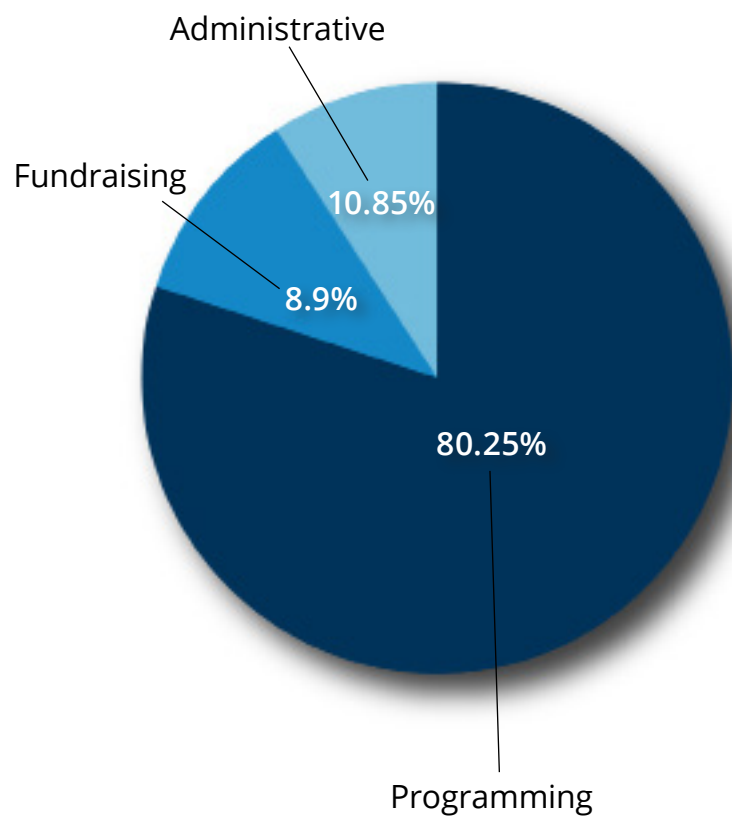
"Emgage reminds us of the incredible contributions the community has made to our country. Muslim-Americans are entrepreneurs and inventors, they are students and teachers, soldiers and police officers—in short, they are the best of America. I'm so grateful for the endorsement and the support of Muslim Americans across the country, and I will continue fighting to advance equality and keep our country safe."

-Hillary Clinton, Democratic Candidate for President

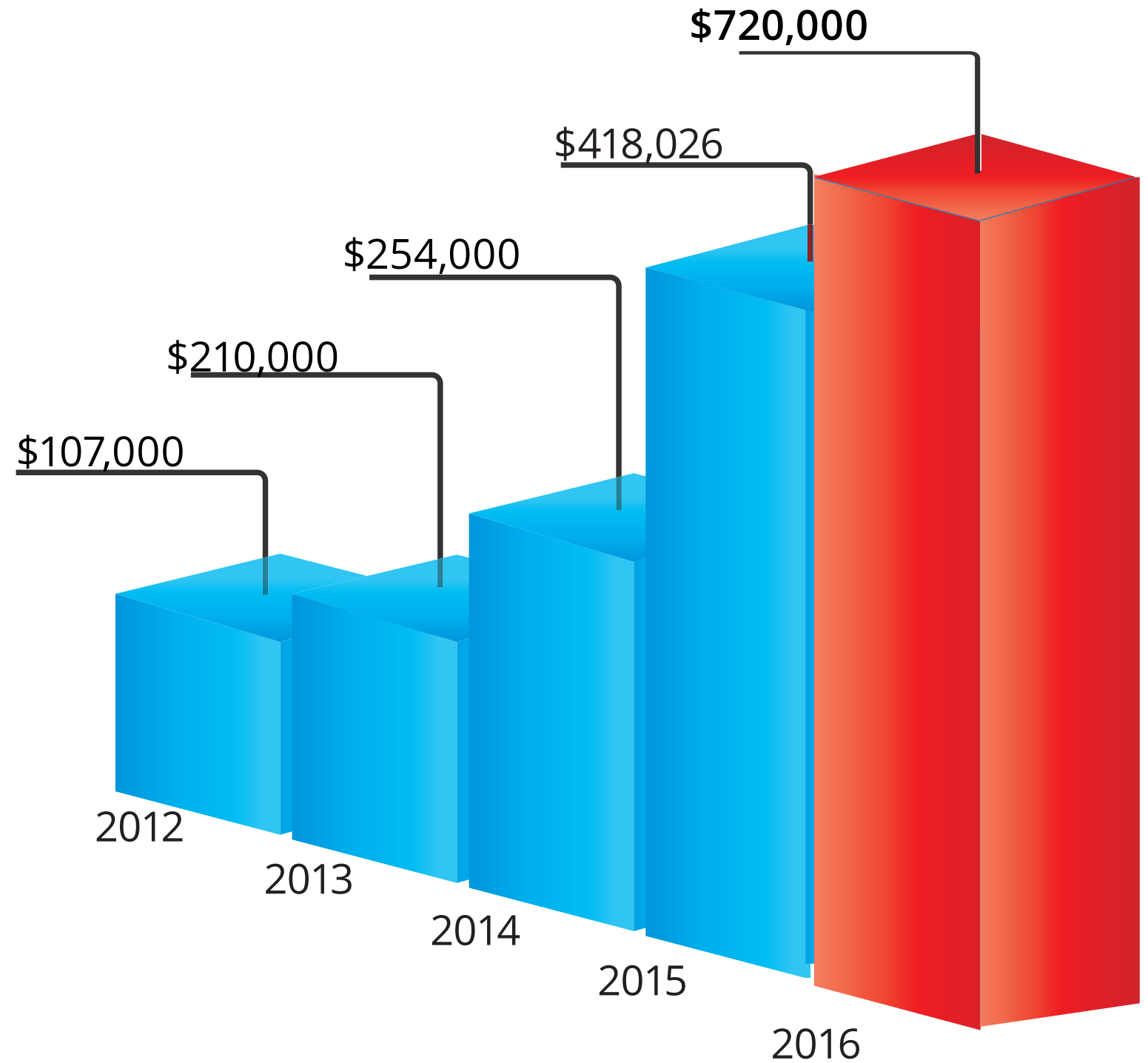
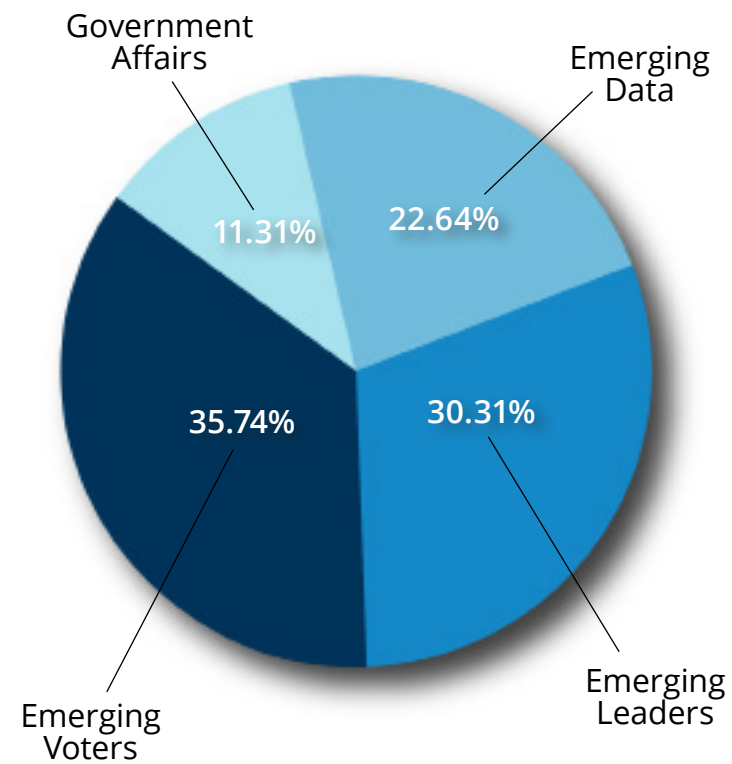
2016

EMGAGE FOUNDATION FINANCES

Expenditure
Total: \$620,000



Programming Breakdown



Support
emgagage

FOUNDATION 501(c)(3)

emgagage PAC
+
emgagage
ACTION 501(c)(4)

A very significant percentage of American Muslim US citizens are not registered to vote. Our non-profit, Emgage Foundation, continues to work on raising the funds needed to educate the public about the political process via our Emerging Voters program. The Foundation also funds a large database development program that seeks to register voters and track their positions on various issues. We in turn publish that data for use by media and academics as well as campaign staff. Emgage has been selected as the sole community organization to partner with for acquisition of a database of non-registered Muslim US citizens throughout the 50-states and to develop an organized program to register them.

To ensure that our community is not just seen as focusing solely on election day voting, we encourage and facilitate participation in the structure of various political parties, including running for office at the precinct level, becoming election judges, party delegates at all levels, and even seeking party political office at state and federal levels. Finally, the Foundation continues to fund the evolution of the next generation of civic leaders via the Emerging Leaders program.

In 2016, Emgage launched an alumni version of Emerging Leaders to allow those young people to invest back into their community and guide the emerging leaders who'll follow in their footsteps.

Emgage Action, a 501 c 4 organization, was launched in late 2014 to allow lobbying activity for issues important to you. This entity is funded by your membership of at least \$50 per year. In addition to lobbying your needs at various levels of government, Emgage is the communication tool to discuss the issues and

direct action to solve problems. Related to Emgage Action is the political action committee. As a member of the advocacy organization you can contribute to the PAC and help support candidates who agree with the issues you support or oppose those candidates who oppose your issues.

Give online

WWW.EMGAGE-USA.ORG



Become a member

WWW.EMGAGEACTION.ORG



I AM YOUR PROUD PARTNER TO BRING ATTENTION TO THE MANY CONCERNS AFFECTING THE NATION, STATE AND COMMUNITY. CONCERNS THAT NEED TO BE ADDRESSED HEAD ON, COLLECTIVELY TO DEMONSTRATIONS OF UNITY BY ALL PARTIES.

-SHERIFF TROY NEHLS
FORT BEND COUNTY, TEXAS

"I AM COMMITTED TO THE REPRESENTATION OF MY CONSTITUENTS. EMGAGE ALLOWS ME TO BE A BETTER ELECTED OFFICIAL BY PROVIDING OPPORTUNITIES THROUGH CIVIC OUT-REACH EVENTS."

- JAY SCHWARTZ
CITY COMMISSIONER, FLORIDA

"WHEN THE HISTORY OF AMERICAN MUSLIM POLITICAL EMPOWERMENT AND ENGAGEMENT IS WRITTEN, EMGAGE AND AJ DURRANI WILL BE IN THE FIRST CHAPTER"

- KEITH ELLISON,
DEMOCRATIC NATIONAL CONVENTION

"NOW, MORE THAN EVER, CIVIC LITERACY AND ENGAGEMENT ARE CRITICAL FOR MUSLIM AMERICANS TO NAVIGATE THE EVER VOLATILE POLITICAL LANDSCAPE. EMGAGE IS THE ONLY NATIONAL ORGANIZATION WITH THIS CRUCIAL FOCUS. IT'S TIRELESS WORK WILL BE A BENEFIT TO THE COMMUNITY FOR GENERATIONS TO COME."

-PROFESSOR SAEED KHAN
WAYNE STATE UNIVERSITY, MICHIGAN
INSTITUTE OF SOCIAL POLICY AND UNDERSTANDING

"POLITICAL EMPOWERMENT AND INCLUSION OF THE MINORITY COMMUNITIES IS MORE THAN JUST A CIVIC DUTY - IT IS A NEED. EMGAGE, THROUGH THEIR WORK, HAS SUCCESSFULLY PUT OUR COMMUNITY ON THE POLITICAL MAP OF THIS COUNTRY. THERE IS STILL A LOT MORE TO DO TO MAKE OUR COMMUNITIES POLITICALLY RELEVANT AND WITH THE SUPPORT OF THE ORGANIZATIONS LIKE EMGAGE, IT WILL BE A REALITY SOON INSHAALLAH."

- AFIFAH KHALIQ
COMMUNICATIONS DIRECTOR, FLORIDA PUBLIC SERVICES UNIT

"I AM SO HONORED TO HAVE FORMED A COLLABORATIVE RELATIONSHIP WITH MEMBERS OF EMGAGE AND THE MUSLIM COMMUNITY. I APPRECIATE THEIR WILLINGNESS TO WORK WITH ME AND ENGAGE WITH ME ON THE ISSUES THEY CARE ABOUT"

- CAROLYN COMITTA
STATE REPRESENTATIVE, PENNSYLVANIA



 facebook.com/EmgageUSA

 [@EmgageUSA](https://twitter.com/EmgageUSA)

 [@EmgageUSA](https://instagram.com/EmgageUSA)

 youtube.com/EmgageUSA