

2017
ANNUAL
REPORT

eMgagage

Empowering Engaged Muslims



LETTER FROM THE CEO



Wa'el Alzayat
National CEO

Al-salamu 'alaykum (peace be upon you),

2017 was a watershed year for Emgage. Although founded almost ten years prior in Florida (formerly as Emerge USA), this year witnessed rapid growth in term of our size, budget, and program offerings. As the organization's first national CEO, my top priority was to establish our new headquarters in Washington, D.C. and recruit a capable leadership team to ensure that we provide the best policy and operational support to our state chapters. As a national organization with chapters in five states (Michigan, Florida, Texas, Virginia, and Pennsylvania), it was critical that we maintained consistency in our programmatic implementation and marketing, and more importantly, in how we defined and pursued our goal of empowering the Muslim American community politically. We began this process by rebranding as

Emgage and developed consistent marketing and communications products and processes. We re-launched our C3 website emgageusa.org, and launched new C4 and PAC websites emgageaction.org and emgagepac.org. [Emgageaction.org](http://emgageaction.org) is a robust issue advocacy platform that provides policy briefs on key issues ranging from hate crimes to human rights; it also serves as an easy way for constituents to engage with elected officials on those issues. [Emgagepac.org](http://emgagepac.org) is a cutting-edge site that provides information about our endorsed candidates and a direct channel for users to contribute to their candidates of choice. More importantly, we revamped our candidates' endorsement process to ensure that we were supporting candidates who stood for our values of promoting diversity and tolerance, and upholding the rule of law. We created a thorough vetting process that includes a questionnaire for candidates seeking our endorsement, along with hosting 1-1 meetings and forums so community members can learn about the candidates firsthand. We also recruited top talent to energize our state chapters and welcomed new board members to inject fresh ideas and more support into the organization.

Our investment in how we did our work, contributed directly to what our work accomplished. In Virginia for example, our new Executive Director and his team worked tirelessly to turnout Muslim voters for the gubernatorial elections. Their efforts succeeded in increasing the average Muslim voter turnout in areas they canvassed by a whopping 50 percent, and all of Emgage PAC's endorsed candidates, including Governor, Lieutenant Governor, and Attorney General won! Not to be outdone by our state teams, our legislative team was able to successfully pass a historic resolution in the U.S. Senate that specifically condemned hate crimes against Muslims, as well as other religious and ethnic minorities in the United States. Through tireless advocacy and working with partners, the Senate unanimously adopted Resolution 118 in April of this year. We are now focused on getting it passed in the House of Representatives. In addition to the hate crimes bill, we also began advocating on behalf of the persecuted Rohingya of Burma, where we are calling for tough sanctions against the Burmese military and government for the Genocide they are committing against this long-persecuted minority. Both hate crimes and the Rohingya were the top issues we raised during our first ever Hill Day, where we connected community members with over 70 lawmakers from both parties.

This work would not have been possible without the generous support of individuals and foundations who believe in us and our mission. Thank you. We have also been blessed to have formed amazing partnerships with other civic engagement and advocacy organizations that are also dedicated to a more just and prosperous America. We are also grateful for the vision and dedication of our Board of Directors for both the C3 and C4 organizations, and I am personally thankful for the trust they have placed in me and our staff in taking Emgage, Emgage Action, and Emgage PAC to the next level. We are a staff run organization that is dedicated to creating and maintaining a professional and empowering culture.

As we move forward, we are focused on increasing and improving Muslim American civic participation by continuing to invest in our civic education and Get Out The Vote programs, by advocating effectively on issues that matter to us as both Muslims and Americans, and by supporting the right candidates at the local, state and federal level. It is our belief that through this work and the engagement by and support of people like you, our community can finally take its rightful place in the civic and political space of our nation.

Wa'el Alzayat
Chief Executive Officer

▶ EMGAGE STRUCTURE



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ACTION →

eMgage PAC

LEADERSHIP DEVELOPMENT

ISSUE ADVOCACY

ENDORSEMENTS

VOTER EDUCATION

CANDIDATES

CAMPAIGNS

VOTER ENGAGEMENT

LEGISLATIVE AGENDA

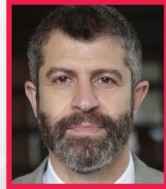
FUNDRAISING



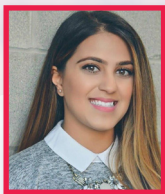
POLITICAL IMPACT



MEET OUR TEAM



Wa'el Alzayat
National CEO



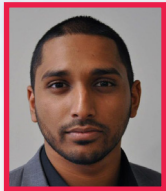
Sumaiya Sheikh
Communications
Director



Aysha Ahmed
Programs and
Operations Director



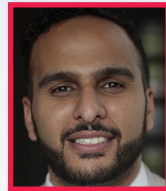
Hanna Dasoo
Policy Fellow



Wasiullah Mohamed
Pennsylvania
Executive Director



Hassan Sheikh
Michigan
Executive Director



Mohamed Gula
Virginia
Executive Director



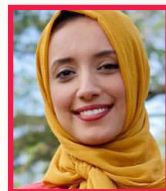
Umarah Zakaria
Texas
Executive Director



Tamara Ayon
Florida
Executive Director



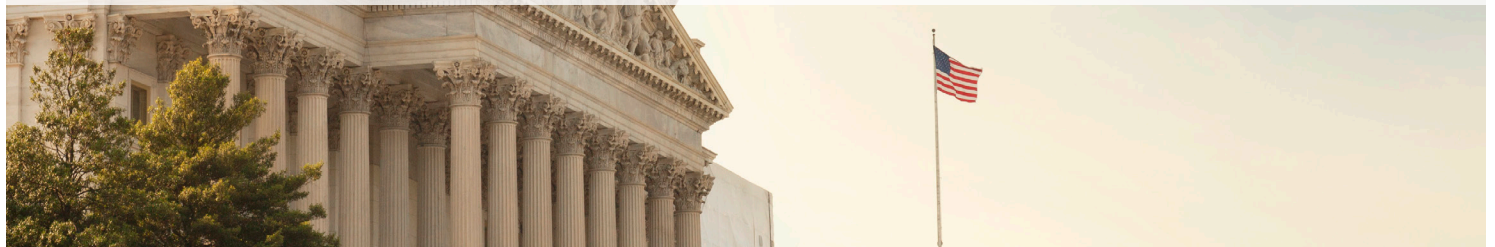
Ammar Ahmed
South Florida
Director



Vetnah Monessar
Central Florida
Director

Mission Statement:

Emgage strives to build the political awareness and capacity of Muslim Americans to engage on key policy issues that affect all of us. Bringing the change we need requires proactive and consistent civic participation. Engagement requires an understanding of the political process, how to engage with elected officials, and how to form partnerships with other constituencies in support of common policy positions. Emgage is a 501c(3) that is the leading Muslim American voter engagement organization, utilizing a data-driven approach to understand the community's interests and connect our constituencies with their elected representatives at the local, state, and federal level. We strive to implement an ecosystem of programs include civic educational events such as issue forums and town halls, voter initiatives including Get Out The Vote (GOTV), and specific programs for leadership development to develop the capacity of the Muslim voter to ensure that our narrative is part of the American fabric.



CORE PROGRAMS

Engage prides itself on voter mobilization efforts by utilizing a data driven approach to conduct surveys about the community's interests and to target where engagement on those issues could yield effective impact. With such data we utilize grassroots efforts such as voter registration campaigns, absentee ballot drives, candidate forums, statewide phone banking and canvassing, early voting events and distributing nonpartisan issue guides.





WE OPENED A NATIONAL OFFICE



We established a new headquarters in Washington DC to serve as the management and policy coordinator for our rapidly growing organization. Headed by former State Department official Wa'el Alzayat, the team provides operational, human resources, programmatic, marketing, and development support. The office also conducts outreach to the national media, Congress, the Executive Branch, and national partners.

WHERE WE ARE



-  Headquarter
-  State Office

WORK ACCOMPLISHED BY VIRGINIA CHAPTER

**10 PRECINCT
PARTIES ON
THE DAY OF
THE ELECTION**

**36 VOTER
REGISTRATION
DRIVES**

**10,000
VOTER GUIDES
DISTRIBUTED**

**1,779
DOORS
KNOCKED TO
GET-OUT-THE
VOTE**

**22,383
CALLS MADE TO
GET
OUT-THE-VOTE**

WHAT HAVE WE BEEN UP TO?

FOLLOW OUR JOURNEY

Over the past few months Emgage Virginia has been working hard for YOU. We implemented a number of tactics that increased direct community engagement, event, and collaborative partnerships. Check out our initiatives below!

GOTV is not a single activity but a coordinated effort of nonpartisan activities designed to maximize the impact of each citizen in order to mobilize an entire community. GOTV programs are based on the principles of community organizing, building relationships and engaging with neighbors to turn out voters in city, local and federal elections.

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eMgage

ACTION →



ING
=
LIBERTY
4 ALL



Bringing the change we need requires proactive and consistent civic participation. Engagement requires an understanding of the political process, how to engage with elected officials, and how to form partnerships with other constituencies in support of common policy positions.

Emgage Action is a 501c(4) that implements an ecosystem of programs to mobilize American Muslims to advocate and engage on issues with their public officials at the local, state, and federal levels that define who American Muslims are by what they stand for. Emgage engages on these issues at the federal, state and local levels through organizing Hill Days, Capital Days and regularly connecting community members to lawmakers to discuss common sense solutions to some of our nation's biggest challenges.



THE ISSUES WE ARE FIGHTING FOR....

CIVIL LIBERTIES

Our constitutional rights - freedom of speech, religion and assembly - are what makes our country great. While we unequivocally support efforts to keep us safe both domestically and abroad, we believe that protecting our civil liberties at home is one of our most sacred duties as active citizens in a democracy. Emgage works with other civil liberties organizations such as the ACLU to advocate on behalf of vulnerable communities and individuals whenever their rights have been violated or undermined. Emgage is leading the effort to push back against the Muslim Ban, profiling of Muslims and Arabs, and rise in anti-Muslim legislations and hate crimes against Muslims. We also support policies that speak out against the bigotry and other forms of intolerance that have entered our political discourse.

IMMIGRATION & REFUGEES

Emgage Action supports comprehensive immigration reform that includes a path to citizenship for those already in the United States who are working and paying taxes. We believe that the United States must uphold the rule of law, protect our borders and national security. However, we also believe that every person must be treated with dignity and respect that protect families and enforce immigration laws humanely. We also support an open and welcoming refugee policy with continued application of vetting procedures to keep us safe. With 65 million refugees, we cannot turn our backs to the worst refugee crisis since WWII. We know from experience that refugees help revitalize communities and eventually become a net contributor to the economy and our country. In the words of Emma Lazarus, engraved at the pedestal of the Statue of Liberty, "Give me your tired, your poor, your huddled masses, yearning to breath free."

INTERNATIONAL AFFAIRS

International affairs allows Americans both Muslim and non to advocate and support issues that are impacting Muslims around the world. Emgage Action advocates for policy and legislation that support social and cultural norms to make the United States an inclusive nation for all.

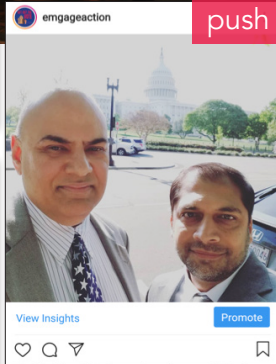




1ST ANNUAL EMGAGE ACTION HILL DAY



At the First Annual National Emgage Action Hill Day, we met with other 70 congressional offices to advocate against hate crimes. Thanks to the lobbying efforts with our partners at Muslim Public Affairs Council (MPAC) and Poligon Education Fund we made a significant push on House Resolution 257.



Upholding Our Values:
A Commitment to
Tolerance

HILL DAY

#emgagethehill
#upholdourvalues
emgage ACTION →

May 6 - 7
Washington, D.C.

70 Congressional Meetings

66 Cosponsors

H. Res.
257



eMgage PAC



eMgage
ACTION →
The Political Voice for Muslim Americans
**RALLY FOR
AMENDMENT 4**
Say YES to second chances and restore voting rights!
**27
JULY**
FEATURING
U.S. REP. KEITH ELLISON
& COUNCIL MAN RASHAD

Voice
Needs to
Be Heard.

eMgage
Empowering Engaged Muslims

Our Programs: eMgage
Empowering Engaged Muslims

Historically Muslim Americans have not organized under an official Political Action Committee (PAC), which can empower Muslim voters to have a strong effect on elections and policy.

Emgage PAC is the first Muslim American federal political action committee and is dedicated to serving the needs of the community.

Emgage PAC is a bipartisan, nationally based the political action committee that supports state and federal candidates based on their support for minority rights, civil rights, and a diverse America where all communities are a part of the social fabric of our nation.



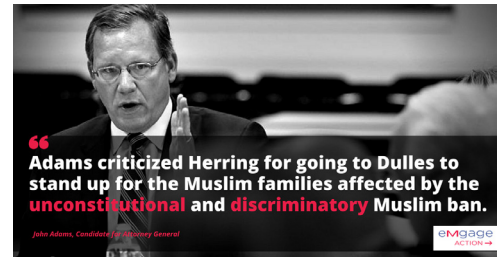
In 2017 we launched a new website for Emgage PAC..... And developed a questionnaire to vet the candidates.

1. Have you worked with the Muslim American community in prior campaigns?
2. Have you ever visited a Mosque, Sikh gurdwara, Hindu temple, predominantly African-American denomination (Church, Mosque or other) or Arab Christian Church?
3. Do you support President Trump's Travel Ban prohibiting travel to the United States of citizens from Muslim majority countries?
4. Do you agree with state or federal laws which support mandatory minimum sentencing or lengthy incarceration when sentencing non-violent drug offenders?
5. Do you believe that legislations can play a role in reducing hate crimes?

2017 DID NOT HAVE MANY ELECTIONS, BUT WHERE POSSIBLE, EMGAGE PAC WAS INVOLVED. WE ENDORSED MANY CANDIDATES IN THE 2017 SPECIAL ELECTION IN VA, INCLUDING RALPH NORTHAM, THE NEWLY ELECTED GOVERNOR OF VA



WHAT HAVE WE BEEN UP TO? FOLLOW OUR JOURNEY
Over the past few months Emgage Virginia has been working hard for YOU. We implemented a number of tactics that increased direct community engagement, event, and collaborative partnerships. Check out our initiatives below!



5,000 CANDIDATE ENDORSEMENT CARDS DISTRIBUTED PARTIES ON THE DAY OF THE ELECTION



36 VOTER REGISTRATION DRIVES

14 ADS, 64,000 PEOPLE REACHED, AND 121,000 IMPRESSIONS

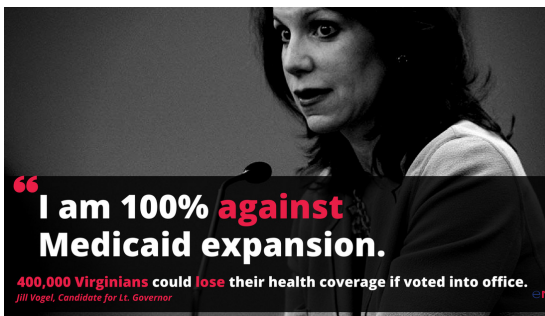


1,779 DOORS KNOCKED TO GET-OUT-THE VOTE

5 CANDIDATE CANVASS LAUNCH RALLYS GET OUT-THE-VOTE

12 OUR OF 12 CANDIDATES ENDORSED WERE ELECTED INTO OFFICE

“EMGAGE LAUNCHED OUR FIRST TARGETED AD ON FACEBOOK FOR THIS ELECTION, AND SAY GREAT SUCCESS REACHING OVER 32,000 VIRGINIANS.”



emgage PAC

Emgage PAC is a political action committee that endorses and raises money for state and federal candidates based on their support for civil rights, minority rights, and a diverse America where under-represented communities are seen as a part of the social fabric of our nation.

Endorsements are not made in every elected race because the endorsement is based upon the interest of the candidate in building a relationship with our community.

2017 VIRGINIA VOTER CARD RECOMMENDED CANDIDATES

ELECTION DAY: TUESDAY, NOVEMBER 7, 2017

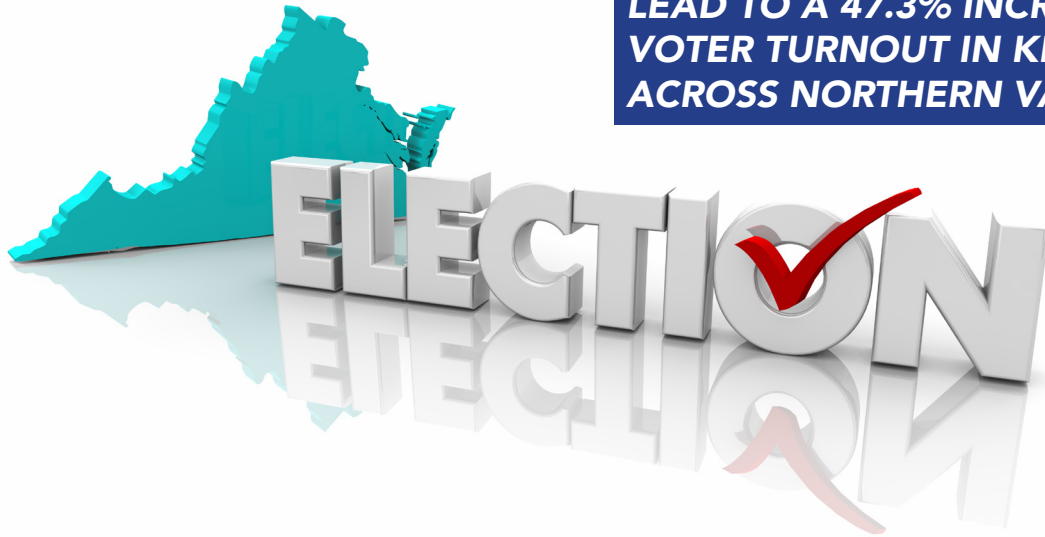
VIRGINIA DEADLINES:

Deadline to register to vote, or update an existing registration, for the General Election is Monday, October 16, 2017.
Deadline to request an absentee ballot to be mailed to you is Tuesday, October 31, 2017 by 5:00pm.
Deadline to request an absentee ballot by appearing in-person is 5:00 p.m. Saturday, November 4, 2017.

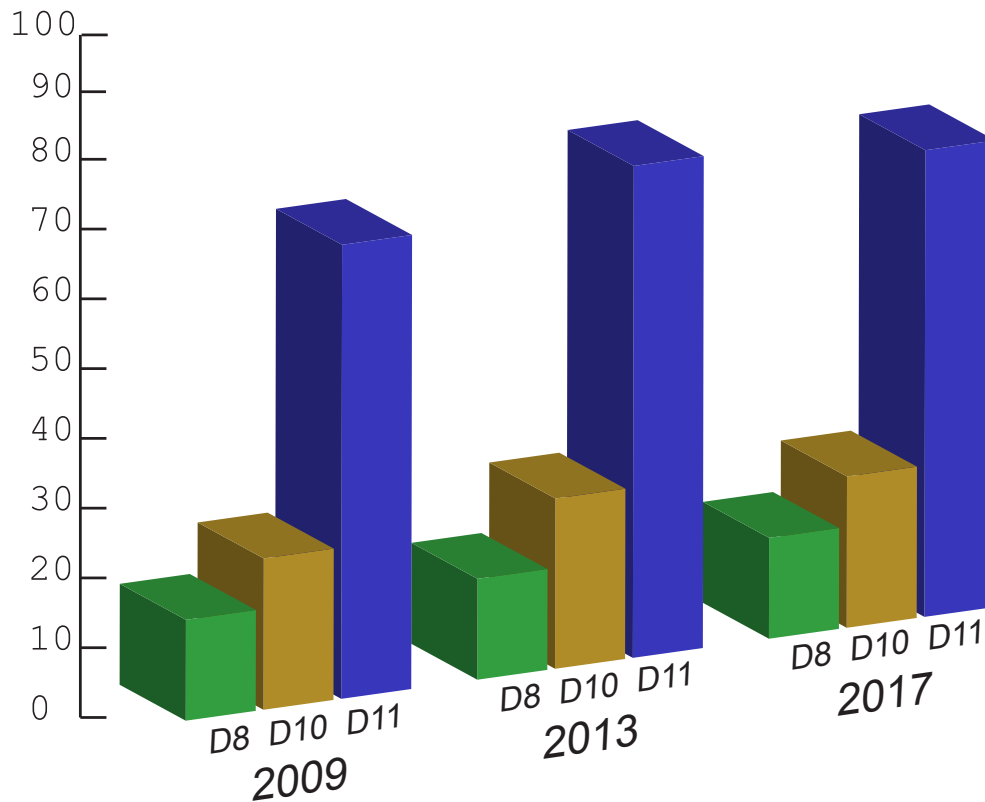
GOVERNOR Ralph Northam DEM	LT. GOVERNOR Justin Fairfax DEM	ATTORNEY GENERAL Mark Herring DEM
STATE DEL. DISTRICT 2 Jennifer Carroll Foy DEM	STATE DEL. DISTRICT 11 Sam Rasoul DEM	STATE DEL. DISTRICT 31 Elizabeth Guzman DEM
STATE DEL. DISTRICT 93 Mike Mullin DEM	STATE DEL. DISTRICT 34 Kathleen Murphy DEM	STATE DEL. DISTRICT 42 Kathy Tran DEM
STATE DEL. DISTRICT 51 Hala Ayala DEM	STATE DEL. DISTRICT 86 Jennifer Boyasco DEM	STATE DEL. DISTRICT 87 John Bell DEM

EMGAGE'S FOCUS ON GOTV IN VIRGINIA

EMGAGE WAS A KEY FACTOR WHICH LEAD TO A 47.3% INCREASE IN VOTER TURNOUT IN KEY DISTRICTS ACROSS NORTHERN VA

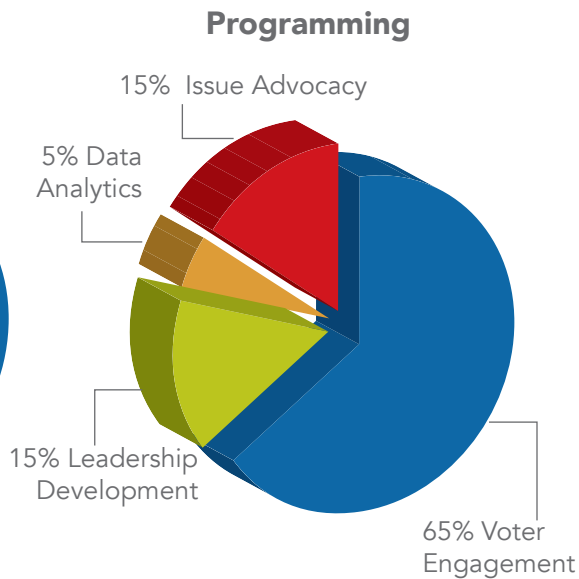
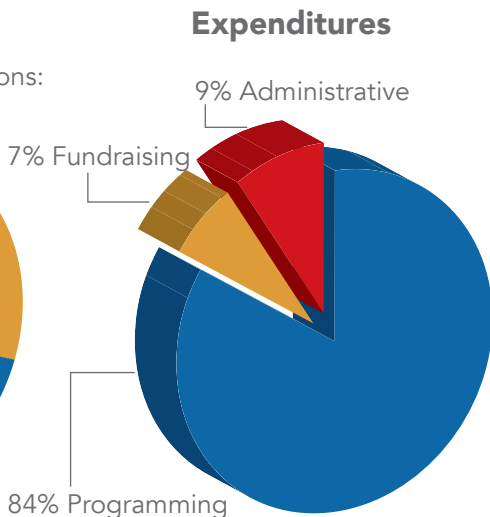
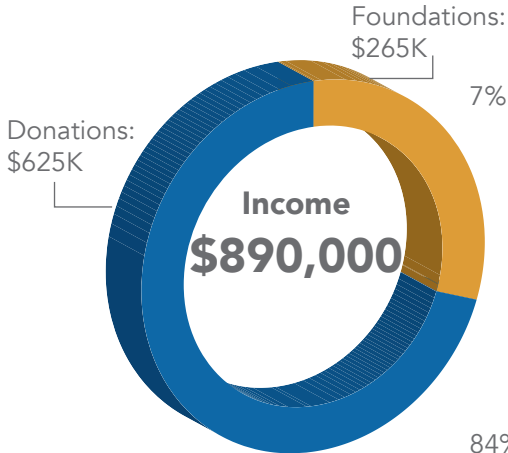


Virginia Voter Turnout - Year Following Presidential Election

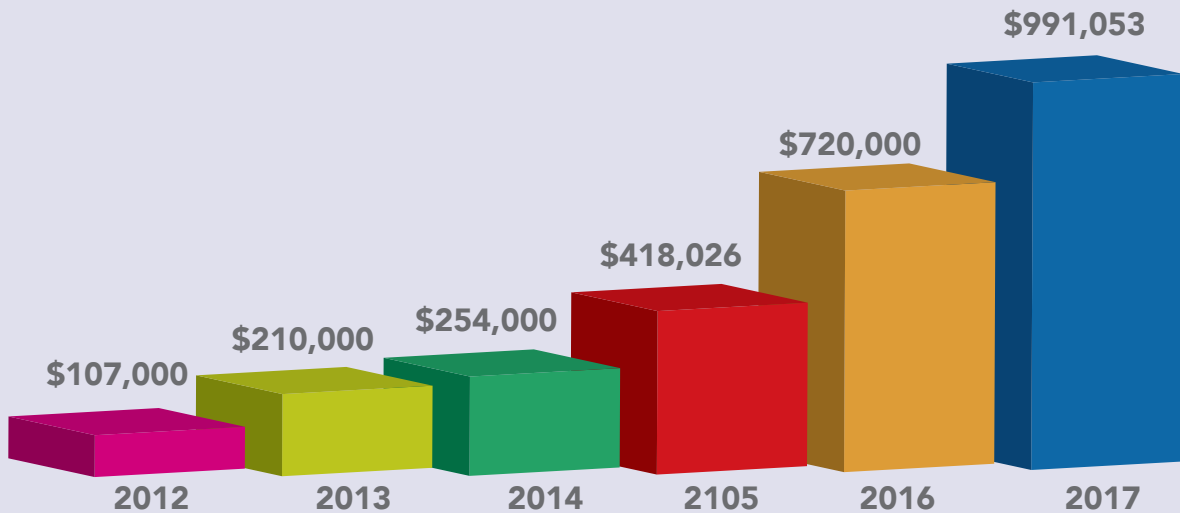
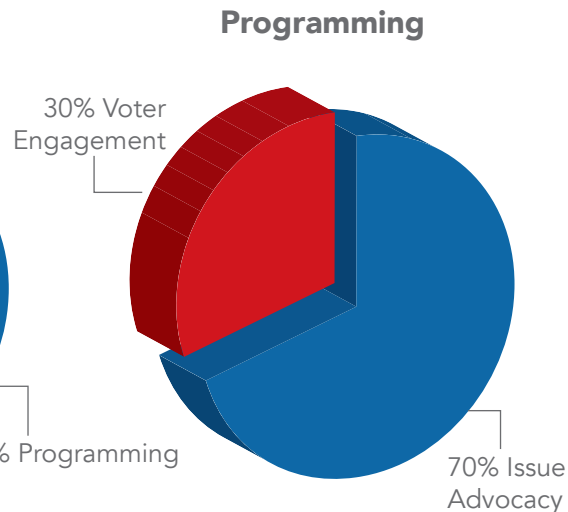
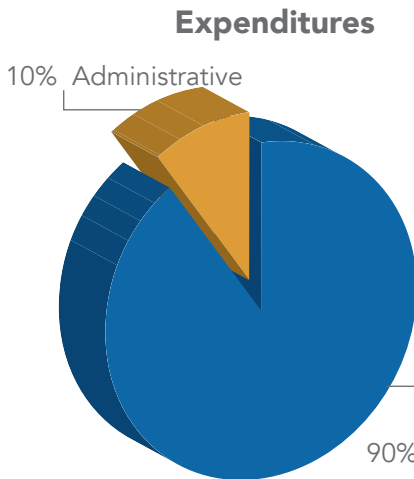
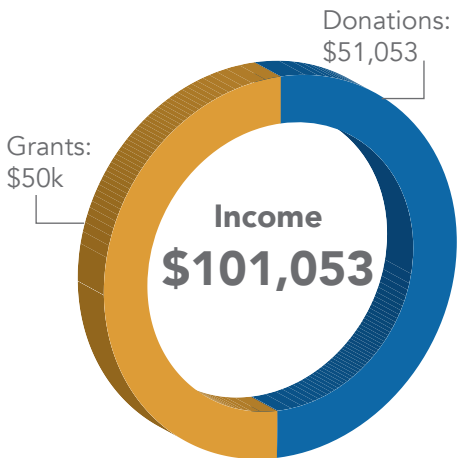


FINANCIAL REPORT

EMGAGE FOUNDATION



EMGAGE ACTION



OUR PARTNERS

In 2017, we greatly expanded our outreach to other organizations to understand issues that are important to other communities and to leverage our collective resources in pursuit of common objectives. Whether fighting for DREAMERS or against rising hate crimes and xenophobia, we are proud to call these organizations as partners.

Poligon



AMERICA VOTES



ECI community



Harris County Civic Engagement Planning Committee



eMgage

Empowering Engaged Muslims

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