

eMgage

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# ANNUAL REPORT

→

2018





**Wa'el Alzayat**  
CEO



2018 was the biggest year yet for Emgage and Emgage Action as we continued to witness incredible awakening of the Muslim American civic spirit. The year included our largest Get Out The Vote (GOTV) effort to date, where we engaged over 130,000 households and contributed to turning out the Muslim vote for the midterm elections. And the results could not have been any better, with Muslims voting at historical numbers in our core-GOTV states of Virginia, Michigan, Florida, and Ohio. Our cadre of staff and volunteers organized phone banks, distribute voter cards, and knocked on doors to ensure that our voices were heard loud and clear, and they sure were. As shown in our Midterms Muslim Voter Report, Muslim Americans voted 25 percentage points higher in 2018 than they did in 2014. These results are proof that grassroots and data-driven organizing works. With the 2020 presidential elections just around the corner, we are more committed than ever to ensuring that Muslims vote at even higher numbers.

Emgage PAC also had a banner year. Beyond supporting the largest number of Muslim candidates ever, including Rashida Tlaib and Ilhan Omar, we helped elect another 136 of our endorsees to local, state, and national offices. Our endorsees included many first-time members of Congress who are now part of a growing number of lawmakers who share our values of protecting the rights and freedoms of all Americans.



**Khurrum Wahid**  
National Chairperson

Each year, Emgage Action sets its legislative priorities based on the most pressing concerns of our communities. Throughout the year, Emgage Action, along with our allies and supporters, tirelessly advocated for the passage of H.R.1730 and S.994, and educating the community about its benefits. In September, President Trump signed the Protecting Religiously Affiliated Institutions Act, mandating tougher punishment for those who threaten or attack houses of worship. We also defended human rights not just within our borders, but across the world. Emgage Action worked with Congress to pass S.2060 and H.R.4223 to send a clear message to Burmese officials that their violence against the Rohingya is not without consequence. Going into 2019, we are working tirelessly to support family reunification at our border and addressing comprehensive immigration reform. We are also actively pushing lawmakers to address the human rights violations of the Uyghurs in China and supporting efforts to repeal the Muslim ban.

All of our accomplishments are only possible through you. It is because of your support, your donations, and your time that we thrive as both an organization and as a strong Muslim American voice. With your support, we will push for legislation that benefits our communities, elect leaders who stand up for us, and create a better future for our country.

Thank you for being a part of Emgage's success this past year.

# MISSION



## Empowering Engaged Muslims



To educate, engage and empower Muslim Americans through educational events, voter initiatives, and leadership development for the purpose of building a community of equitable, knowledgeable, and motivated citizens.



# ← MEET THE TEAM



Wa'el Alzayat  
National CEO



Iman Awad  
Legislative and Policy  
Director



Nadia Alarakhia  
Marketing and  
Digital Asset Director



Hanna Dasoo  
Policy Fellow



Aysha Ahmed  
Programs and  
Operations Manager



Vetnah Monessar  
Florida  
Executive Director



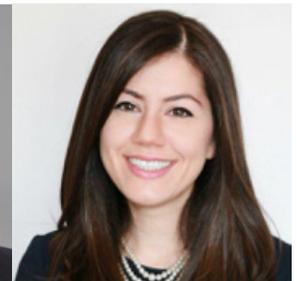
Mohamed Gula  
Virginia  
Executive Director



Umarah Zakaria  
Texas  
Executive Director



Wasiullah Mohamed  
Pennsylvania  
Executive Director



Nada Al-Hanooti  
Executive Director  
Michigan



Ammar Ahmed  
South Florida  
Director

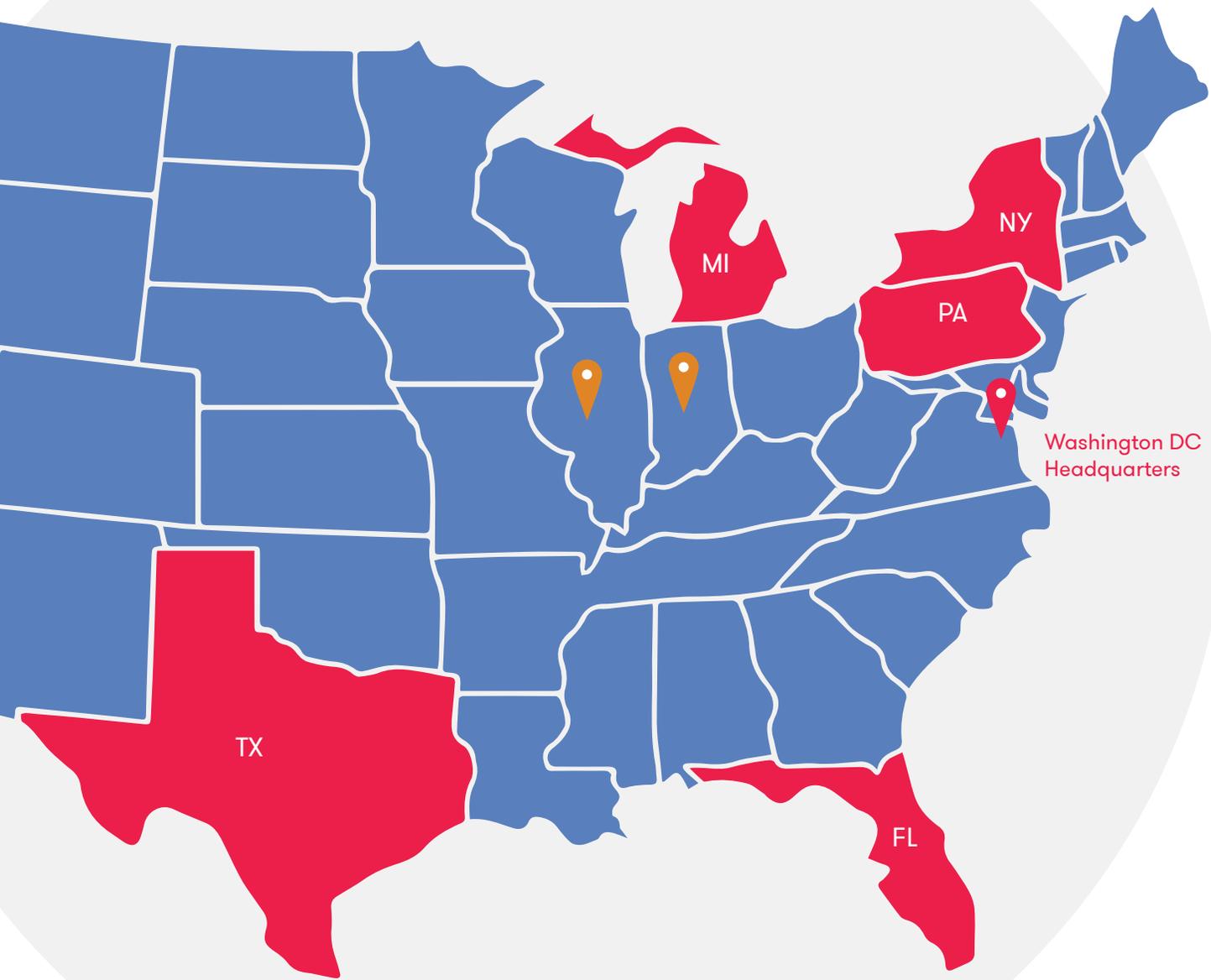


David Sleeth  
Florida Legislative and  
Policy Director



Raniah El-Gendi  
Operations and  
Grants Director

# WHERE WE ARE



 Partnerships



“Emgage is an important institution at a time when the values of our nation are tested every day. I’m proud to support Emgage’s work to engage Muslim Americans in the fight for equality and social justice for all Americans.”

Rashida Tlaib  
U.S. Representative D-MI-13





# eMgage

**We educate and empower Muslim Americans through educational events, voter initiatives, and leadership development for the purpose of creating a community of knowledgeable, motivated, and impactful citizens.**

Our core programs focus on voter engagement, leadership development and data analysis. From registering voters to hosting town halls to educating voters on how to effectively engage elected officials on important policy issues, Emgage seeks to transform the Muslim American electorate into an active and impactful community.

Candidate Forums

10

Civic Ambassadors

85

Galas

8

# Emgage In A Box



Within the Muslim community, civic engagement has become more important than ever. From rising Islamophobia to misguided policies that negatively impact our community, it is critical that Muslim Americans exercise their civic duty more fully. Muslim Americans have stepped up with higher numbers around voting, running for office, volunteering, and advocating for issues that impact their lives. In 2018, Emgage tracked over 100 Muslim candidates running for office! Although these trends are historic today, it is our goal to sustain this momentum and ensure that Muslim civic engagement becomes the norm in the United States.

**Emgage in a Box provides a comprehensive overview of Emgage's organizing initiative that focuses on training community leaders and activists on how to develop and execute an efficient Get Out The Vote (GOTV) program for local, state, and federal elections.**

The toolkit includes marketing materials and an in-depth manual, methods of communication, how to budget, managing logistics, and activity guidance.



“Now more than ever, organizations such as Emgage are vital to our common struggle to ensure that every American is treated equally and afforded the same rights as enshrined in our constitution”

Tom Malinowski  
Representative D-NJ-7



# Emgage's GOTV initiatives were **key to voter turnout** in the 2018 mid term elections

Election Day poll parties  
**20**

Voters registered  
**3k**

Doors knocked  
**10k**

Calls made to "Get out the Vote"  
**120k**

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.

Emgage 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.



# Voter Education

NOV. 6, 2018	٦ نوفمبر ٢٠١٨	6. NOVIEMBRE. 2018
<b>VOTE</b>	<b>صَوْت</b>	<b>VOTE</b>
#MIDTERMSMATTER	إنتخابات منتصف الولاية مهمة	#MIDTERMSINFLUYENTES



The mission of Emgage is to equip local constituencies with nonpartisan voter education and help break down the big issues in a way that makes sense to our voters. Ultimately, the most educated voters are the most robust advocates.



Emgage focuses on this programming through informative town halls, candidate forums, developing issue guides around civil rights issues and broader issues of income inequality, access to healthcare, environmental protection, immigration and criminal justice reform.



The goal of Emgage is to pool the talents and strengths of the community to make an impactful contribution to civic society and open the doors for more opportunities for our future generations.



# Leadership Development

Emerging Leaders is our hallmark program and has been held in Texas for 5 consecutive years. Each year, a group of young Muslims are hand selected to go through three retreats to learn the ins and outs of political and civic engagement.

They learn what effective grassroots organizing looks like, complete leadership training, learn the life cycle of the legislative process and complete a service project which is usually international. They graduate as a cohort, a community within itself, ready, willing and able to create change in their respective communities.

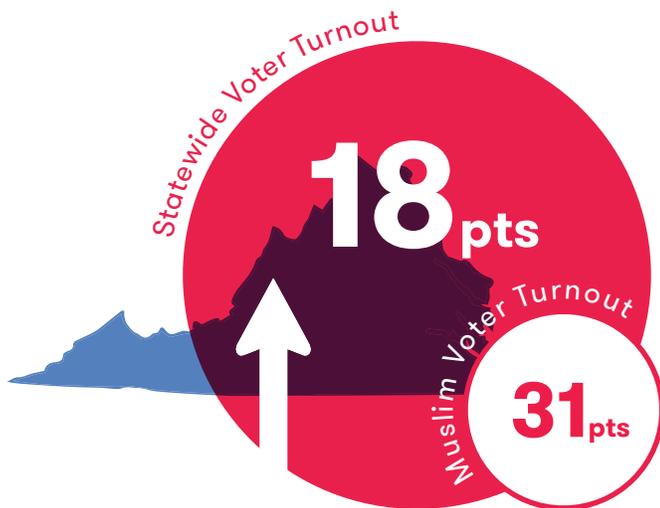


# 2018 Midterm Muslim Voter Turnout

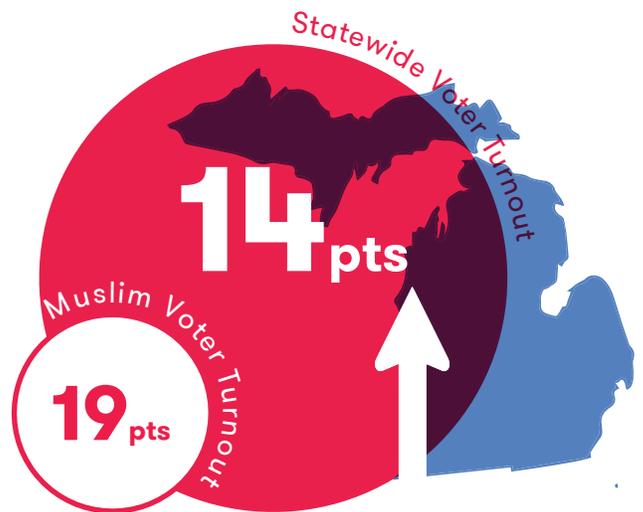
Engage is proud to announce historic 2018 Midterm Elections results in the key states of Florida, Michigan, Ohio, and Virginia. According to data analysis of voter turnout in those states, Muslim Americans voted 25 points higher than they did in 2014.

We analyzed data from the NGP VAN database for the counties and congressional districts where Engage focused its GOTV effort. As part of our study, we compared Muslim turnout data with previous midterm elections, including 2014 and 2010. For the purposes of data visualization, percentages were rounded to the nearest whole number. Engage uses a proprietary name-match algorithm to identify likely registered Muslim voters in the NGP VAN database.

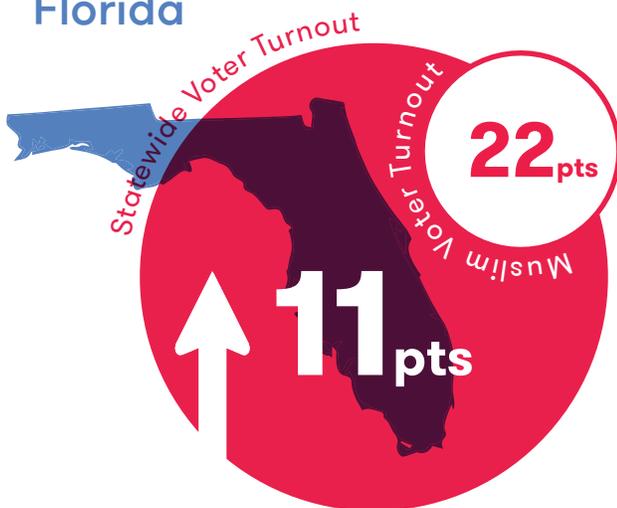
## Virginia



## Michigan



## Florida



## Ohio



**Muslim voter turnout increased 25 pts from 2014.**

These numbers are from the 4 states where Engage has tracked voter turnout

# GOTV Events

## My Muslim Vote

July 29, 2018

Dearborn, Michigan



The My Muslim Vote rally was the first event of its kind, a rally hosted by Muslims, for Muslims, and Muslim candidates. The event was held prior to the primaries in Michigan which is home to one of the largest and most thriving Muslim communities in the U.S. The rally aimed to encourage Muslims to get to the polls and vote.

## UMAA Convention 2018

July 27-29, 2018

Dearborn, Michigan

The 16th Annual UMAA conference had a strong Emgage presence led by the National Field Director, Mohamed Gula and featured guest speakers Linda Sarsour, Alexandria Ocasio-Cortez, Abdullah Hammoud and Abdul El-Sayed.



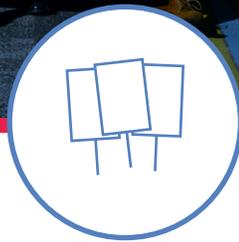
## Emgage Gala

August 25th, 2018

Philadelphia, Pennsylvania



The Emgage gala in Philadelphia gathered community members and leaders for an evening gala in August of last year. The event featured Ohio City Councilman Basheer Jones of Ward 7, Goldstar father Khizr Khan, and comedian and journalist Dean Obeidallah.



# eMgage ACTION →

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.

Engage 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.

Engage 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.



# Issues

## 2018 SCOTUS Muslim Ban Decision

Emgage Action joined over 80 organizations at the Supreme Court to rally and speak out against the ruling to uphold the Muslim Ban. Following the decision, community members were mobilized to "light up the Congressional Switchboards" and contact their representatives to speak out against the decision. With the Supreme Court's ruling, Emgage Action will continue its advocacy on the Hill to call Congress to repeal the ban.

## House Resolution 257: Anti-Hate Crime Legislation Success

Combating hate crimes is a priority for Emgage Action and this resolution was agreed to in the House. Muslim Americans have experienced the fastest growth rate of hate crimes in recent years compared to any other group. This resolution encourages law enforcement officials to thoroughly investigate all hate-motivated crimes and it requests that the Department of Justice and other federal agencies improve the reporting of hate crimes.



Combating hate crimes is a priority for Emgage Action, through pressuring Congress to act and mobilizing the community to call and write to their officials, this resolution was agreed to in the House.



"I'm proud to be a supporter of Emgage. Increasing civic participation of all Americans is important work, and Emgage is a leading institution doing this work in Muslim American communities around the country."

- Abdullah Hammoud



## Senate Bill 994: Protecting Religiously Affiliated Institutions Legislative Success

Senate Bill 994, Protecting Religiously Affiliated Institutions Act passed on September 4, 2018 and was signed into law on September 28, 2018. The United States is experiencing a rise in hate crimes and hate incidents against religious and ethnic minorities. This legislation amends the federal criminal code and increases the penalty for intentionally threatening or destroying religious real property.

## The Burma Act 2018: Passage out of Committee



"Emgage is at the forefront of ensuring that all voices are included in our political discourse. I'm proud of the work they do specifically in engaging Muslim Americans in important policy conversations in my district."

- Darren Soto

Senate Bill 2060 and House Hill 5816, both referred to as the Burma Act, aimed to promote human rights in Burma through targeted sanctions against military officials who are found responsible for the ethnic cleansing and serious human rights abuses of the Rohingya people.

With the legislative actions, meetings with officials, and advocacy on our Hill Day, Emgage Action was able to work within the coalition of Burma groups to successfully push these bills out of their committees.

# Policy Conference

## Our guests included:

- **Marcus Goodwin**  
Candidate for D.C. City Council
- **Dr. Nadia Hashimi**  
Candidate for Congressional District 6 in Maryland.
- **Simon Billenness**  
Executive Director, International Campaign for the Rohingya
- **Anwar Khan**  
CEO, Islamic Relief USA
- **Andrea Gittleman**  
Program Manager  
Simon-Skjodt Center for Prevention of Genocide, U.S. Holocaust Memorial Museum
- **Paul Monteiro**  
Former Public Engagement Advisor for the White House and candidate for County Executive for Prince George's County Maryland
- **Bob Silverman**  
Director, American Jewish Committee
- **Eric Treene**  
Special Counsel for Religious Discrimination, U.S. Department of Justice
- **Zaki Barzinji**  
Former Public Engagement Adviser White House Office of Public Engagement

On May 6, 2018, Emgage Action hosted its annual Policy Conference. The theme, **Upholding our Values: A Commitment to Tolerance**, highlighted the growing problem of discrimination against minorities at home and abroad. We advocated for three specific pieces of legislation: **S. 2060/H.R. 4223 (The Burma Act of 2017)**, **S. 994/H.R. 1730 (Protecting Religiously Affiliated Institutions Act of 2017)**, and **S. 1615/H.R. 3440 (Deferred Action for Childhood Arrivals and the DREAM Act)**.

The conference featured several distinguished guests who educated our audience on key issues that Emgage is advocating on. These include the crisis in Rohingya, and the rise of hate crimes in today's political climate.





# Hill Day '18

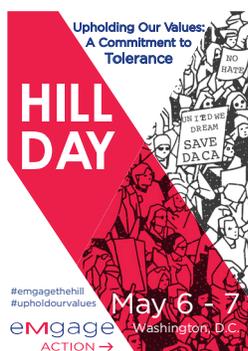
Legislation  
Advocated for:

S. 2060/H.R. 4223 (The  
Burma Act of 2017),

S. 994/H.R. 1730  
(Protecting Religiously  
Affiliated Institutions  
Act of 2017)

S. 1615/H.R. 3440  
(Deferred Action for  
Childhood Arrivals and  
the DREAM Act).

**Upholding our Values: A Commitment to Tolerance**, highlighted the growing problem of discrimination against minorities at home and abroad.



# Rally for Amendment 4

Engage Action in Florida hosted a community rally with coalition partners to advocate for Amendment 4 on the election ballot that would restore voting rights to an estimated 1.4 million people with felony records after they completed “all terms of their sentence including parole or probation.”

The rally featured the following speakers: OH City Councilman Basheer Jones, candidate for FL State House Representative, Saima Farooqui, and State Senator, Annette Taddeo



“Engage is at the forefront of political advancement for the Muslim American community. I am proud to support their work in making sure Muslim Americans turn out to vote and get involved in the political process.”

Keith Ellison

# Engage Action Mobilizing for the Rohingya

Virginia  
February 3rd, 2018

The Engage Action Virginia Gala was a gathering of supporters, community advocates and scholars from the DMV (DC, Maryland, Virginia) area. The main focus of this event was to build efforts to advocate for the devastating Rohingya crisis. The gala featured: Mehdi Hasan, Sheikh Hamza Yusuf, Iman Khalid Latif, Imam Mohamed Magid, and comedian, Jeremy McLellan.

Imam Khalid Latif



Imam Mohamed Magid



Sheikh Hamza Yusuf

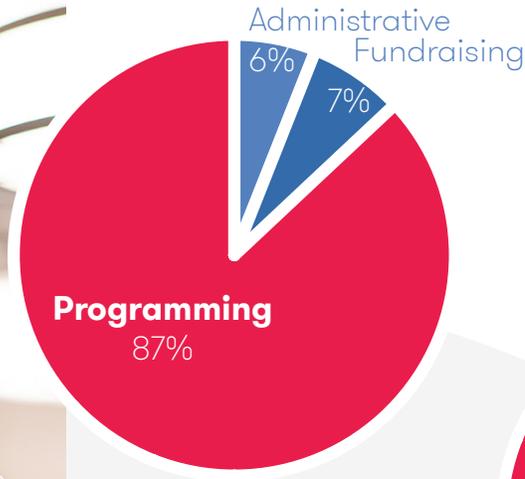


# Financial Report



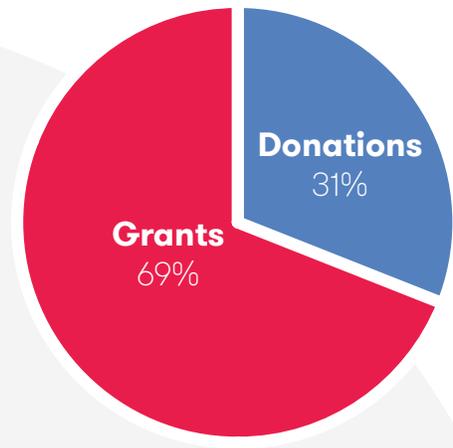
## Total Expenses

\$1,158,378.72

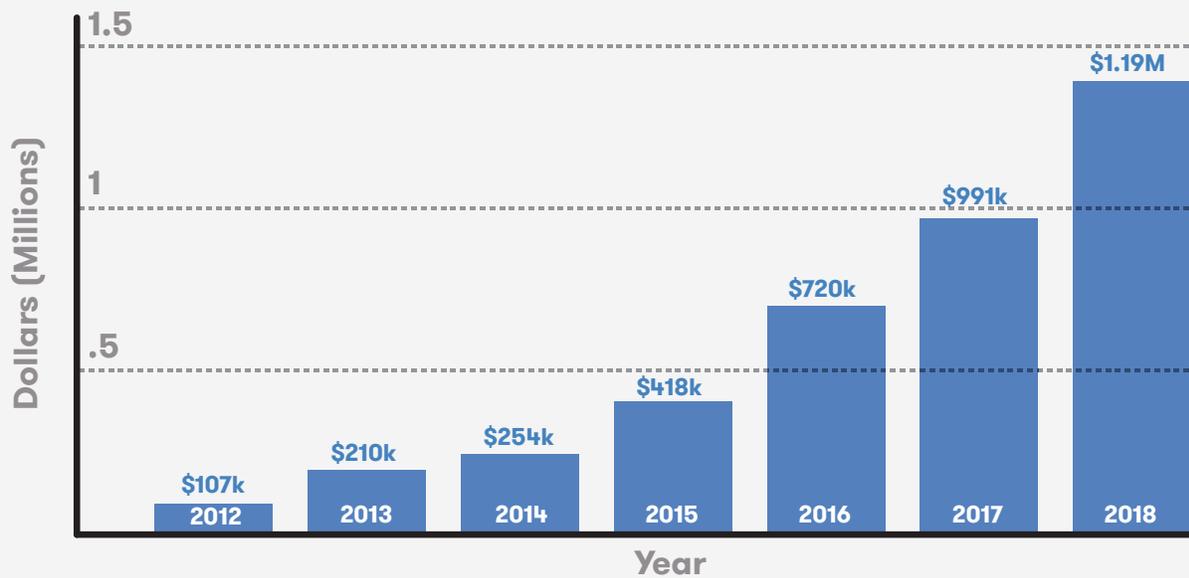


## Total Income

\$1,191,629.14



## Total Income



# Partners

In 2018, 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



A fund of NEO Philanthropy



ECI community





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