



ANNUAL REPORT

2019





Wa'el Alzayat
Chief Executive Officer

2019 was another landmark year for Emgage that further solidified our organization as a leading civic and political voice for Muslim Americans.

Sustained investments in building our organizing, communications, and development capacity enabled us to lay the foundation for crucial Get Out The Vote (GOTV) work in the 2020 elections cycle. From recruiting organizers to securing access to reliable voter data, our focus in 2019 was on setting Emgage on a course of future sustainability and effectiveness. As the year came to a close, we are proud to report that those goals were met.

Two major accomplishments that catapulted the organization into higher grounds were the presidential forum at the Islamic Society of North America Convention and a million dollar grant by the Open Society Foundation. At ISNA, Emgage teamed up with the Muslim Public Affairs Council (MPAC) to host Democratic presidential hopefuls Senator Bernie Sanders and former Secretary of Housing and Urban Development Julián Castro. Streamed online before a live audience of 10,000 Muslim Americans, the event garnered national media attention and recognition of the importance of the Muslim electorate.

In a nod to Emgage's hard work at organizing voters, our sustaining partners at Open Society Foundations provided Emgage with a million



Khurrum Wahid
Chairman of the Board

dollar grant—our largest ever—for general operating purposes. We are immensely grateful for the continued support of Open Society Foundations and take the responsibility of putting these funds to good use very seriously. Our plans are to spend the funds over the course of two years on critical operational and capacity needs, including development, communications, and information technology. We believe that these investments will enable us to be more effective, and to scale up our voter outreach into new markets.

Additional highlights were the Austin City-Wide Iftar that Emgage Texas hosted, which was headlined by Mayor Steve Adler and Representative Ilhan Omar. In Virginia, our team played a significant role in increasing Muslim American voter participation by 16 percent in the 2019 elections. Our Florida, Michigan, and Pennsylvania teams co-hosted excellent Muslim Capitol Days, and our Texas and New York teams led efforts to ensure that Muslim Americans are counted in the 2020 Census. As we look towards 2020, we are eager to continue working to uplift the Muslim American voter and to ensure that our rights are protected and celebrated.



Empowering Engaged Muslims

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.



Wa'el Alzayat
National CEO

MEET THE TEAM



Iman Awad
Legislative and Policy
Director



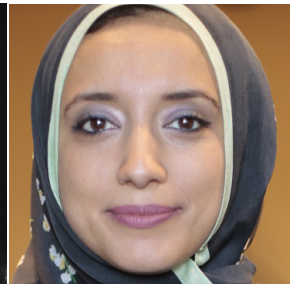
Nadia Alarakhia
Marketing and
Digital Asset Director



Hanna Dasoo
Policy Fellow



Aysha Ahmed
Programs and
Operations Manager



Vetnah Monessar
Executive Director
Florida



Ammar Ahmed
Director
South Florida



Mohamed Gula
Executive Director
Virginia



Sana Shahid
Executive Director
Texas



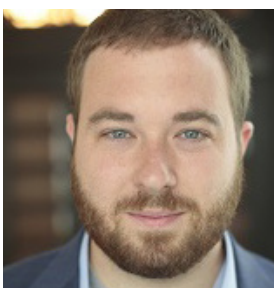
William Dunbar
Executive Director
Pennsylvania



Nada Al-Hanooti
Executive Director
Michigan



Raniah El-Gendi
Operations and
Grants Director
Florida



David Sleeth
Legislative Director
Florida



Adam Abutaa
Organizing Director
Virginia

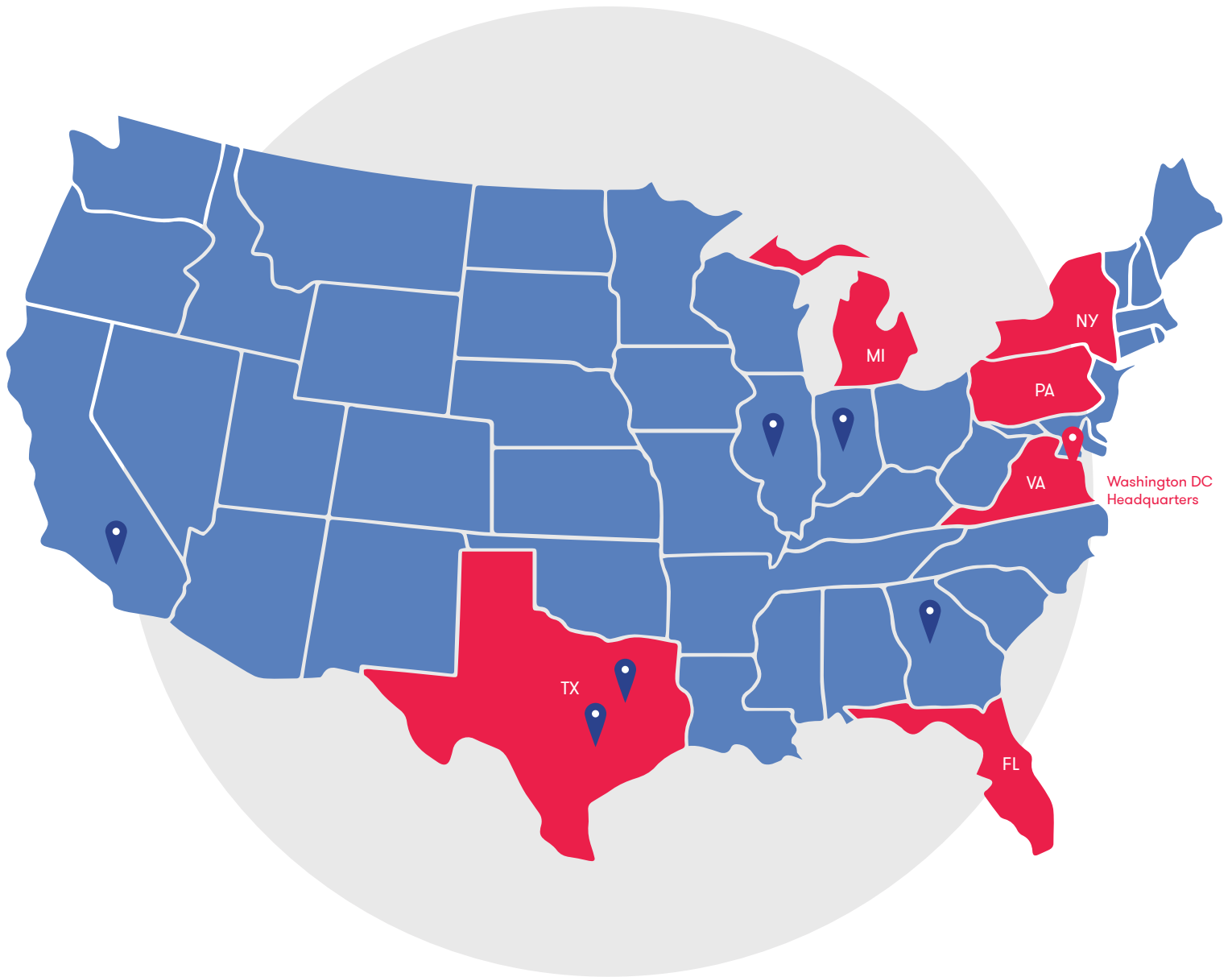


Nabila Mansoor
Census Outreach
Director
Texas



Ahsia Badi
Census Outreach
Director
New York

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

Get Out The Vote

Calls made

154,818

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.

Doors knocked

125,353

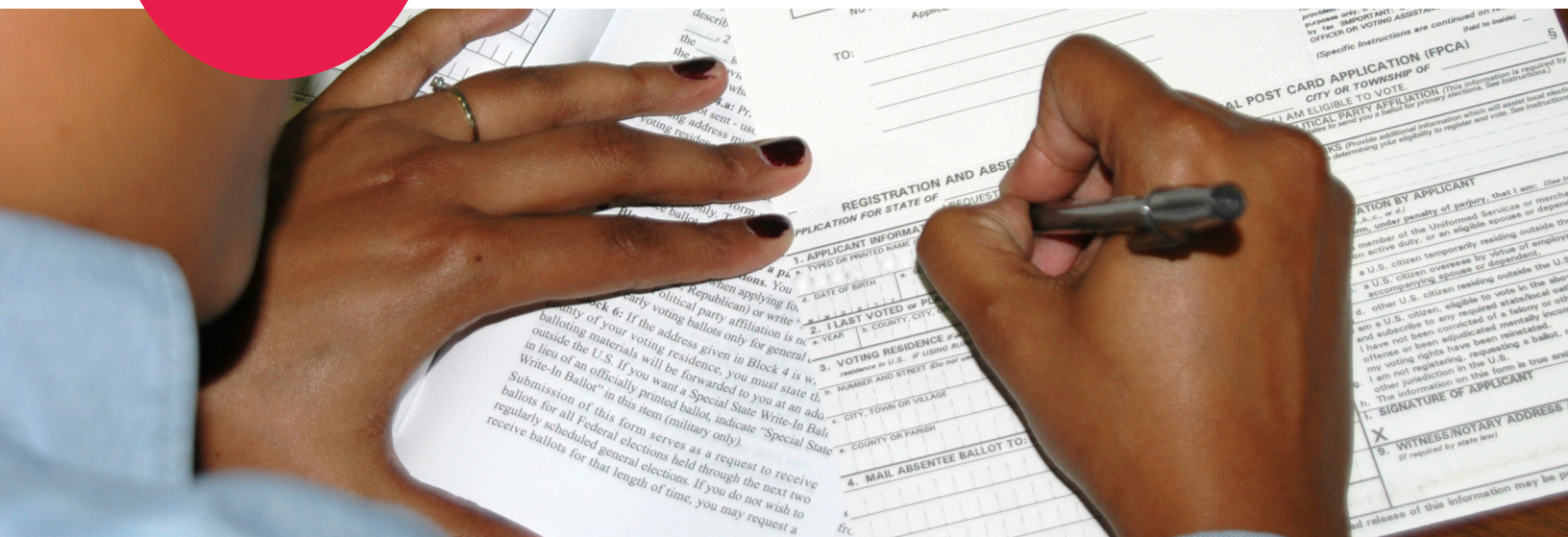
Engage prides itself on voter mobilization efforts by utilizing a data-driven approach to conduct surveys about the community's interests and to target where engagement on those issues could yield effective impact.

Texts sent

17,112

With such data, we perform grassroots efforts such as:

- voter registration campaigns
- absentee ballot drives
- candidate forums
- statewide phone banking
- canvassing
- early voting events
- distributing nonpartisan issue guides



Increasing Voter Turnout

Chapter Spotlight: 2019 Virginia Muslim Voter Turnout

Phone calls in VA

62,353

Doors knocked

21,019

Texts sent in VA

8,112

Pledges in VA

29,247

In 2019, Emgage Virginia played a major role in a 19% average increase in Muslim voter turnout. Throughout the year, the Emgage team collected over 29,000 pledges to vote by making over 62,000 phone calls in Virginia and knocking on nearly 21,000 doors!

HUFFPOST

Muslim Voter Turnout Is Way Up, New Report Finds

POLITICS 05/20/2019 09:00 am ET | Updated May 20, 2019

Muslim Voter Turnout Is Way Up, New Report Finds

Politicians should take note, argues the Muslim group Emgage.



By Daniel Marans

Fairfax County

18_{pts}



Loudoun County

15_{pts}



Prince William County

19_{pts}



Stafford (Joshua/Qasim Rashid)

22_{pts}



Chesterfield (Ghazala)

21_{pts}



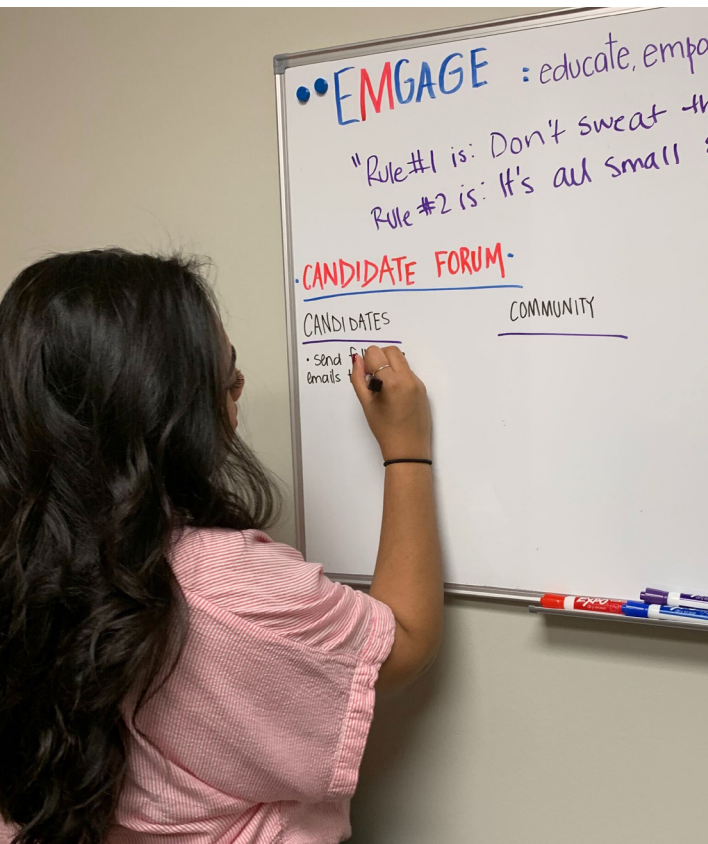
Leadership Development

Emerging Leaders, a hallmark program, has been held in Texas for the past six years. Each year, a group of young Muslims are selected to participate in three retreats to educate them on the ins and outs of political and civic engagement.

Through this program, our leaders:

- Learn what effective grassroots organizing looks like
- Complete leadership trainings
- Learn the life cycle of the legislative process
- Complete a service project (usually international)

They graduate as a cohort: ready, willing, and able to cultivate change within their respective communities.





Presidential Forum

Our community made history this year in Houston when two leading presidential candidates, Senator Bernie Sanders and former Secretary Julián Castro, addressed 7,000 Muslim Americans at the ISNACON convention.

Engage, the Islamic Society of North America (ISNA), and the Muslim Public Affairs Council (MPAC) hosted the historic presidential forum at the 56th Annual ISNA Convention, the largest gathering of Muslims in the United States.



The forum included one-on-one sessions with presidential candidates **Julián Castro** and **Bernie Sanders** - moderated by **Emgage CEO Wa'el Alzayat**, Bridging Cultures Group CEO and Emgage National Board Member **Dr. Debbie Almontaser**, and MPAC **President Salam Al-Marayati**.



“ Our community is paying attention to how politicians engage with us, and is differentiating between those who say that they stand for religious freedom, and those who back it up with actions. Attending this event and speaking directly to our community in these critical times is a perfect example of the latter. ”

Wa'el Alzayat,
CEO of Emgage

Chapter Spotlight:

Austin City-Wide Iftar

Emgage hosted the Austin City-Wide Iftar with Representative Ilhan Omar and the Mayor of Austin, Steve Adler in May 2019.

The Austin City-Wide Iftar has become a major staple of the Austin community during the holy month of Ramadan, and the event took a major step forward last year. The featured speakers included **Congresswoman Ilhan Omar, Mayor Steve Adler, and Judge Rabeea Sultan Collier.**

With a crowd of over 650 people, we were joined by local elected officials, international dignitaries, and members of the Austin Muslim American community. As is a major practice during the holy month of Ramadan, everyone joined to break their fast together and enjoyed an evening of speeches, entertainment, and unity.



Get Out The Count

Engage on Census



Engage does critical work to ensure that our communities are represented in the Census. This decennial count informs innumerable policymaking processes, such as determining congressional and state legislative districts, which impact our communities.

To help engage our community, Nabila Mansoor and Ahsia Badi, our Census Outreach Directors in Texas and New York, respectively, organized various events throughout the year. These included hosting census kickoffs at immigrant-run community centers to discuss the importance of our representation in the census, generating local committees dedicated to maximizing census participation, and conducting presentations at civic engagement panels — including one with the mayor of Houston.



It is essential that Muslim American communities are represented within the census to ensure that our voices are heard and counted!

Join us for:

Census 101 Webinar Series
for the Muslim American community



AHSIA BADI, ENGAGE-NY
CENSUS DIRECTOR



LURIE FAVORS, General Counsel
Center for Law and Social Justice

- Why is the Census important?
- Effective messaging to increase participation
- Strategies to increase Get Out the Count (GOTC)

NOV. 20TH
12:00 - 1:00 PM EST

Federal Census Bureau staff will be with us live to answer questions
Register at <http://bit.ly/Census101.November>
For any questions or concerns, please contact Ahsia Badi at abadi@engageusa.org

Shape
YOUR FUTURE
START HERE >

Shaping
Census
2020

engage
Empowering Engaged Muslims



Emgage All-Hands Retreat



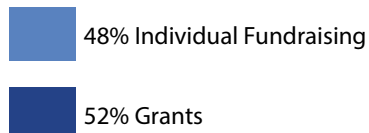
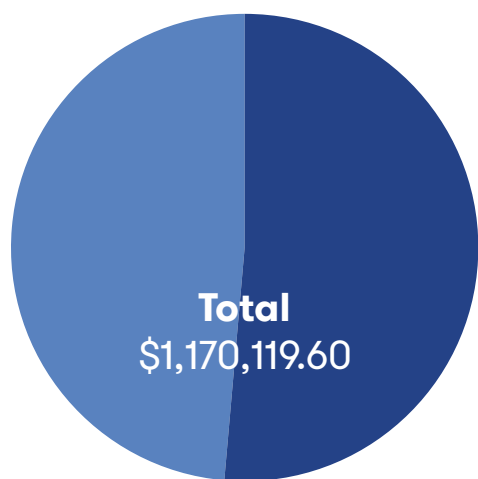
In December 2019, Emgage staff, board, and state committee members from all our chapters convened in Miami, Florida. This rejuvenating retreat facilitated reflection on our past work, exchange of new ideas, and prioritization of our upcoming goals-- all in the service of preparing for a robust year of action in 2020.

We treasure opportunities for all sectors of our team to **come together to learn, teach, process, plan, and create.** It is through this ethics of team-building that we work to build a future in which all Muslim Americans are civically engaged and politically literate.

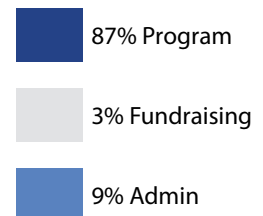
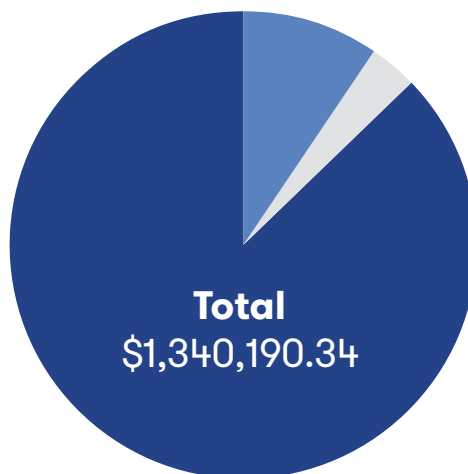


C3 Financial Report

Income



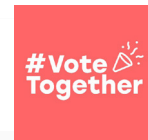
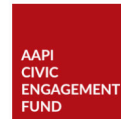
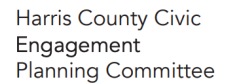
Expenses



Partners

In 2019, 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 our partners.



Special Thanks

Engage is incredibly grateful for the support of our funders. Thank you for allowing us to do the crucial work of promoting civic engagement and political literacy in Muslim American communities. Your contributions are absolutely instrumental to the ongoing existence of our organization, and we commend you for your part in building our political impact in American society.



HOUSTON
ENDOWMENT



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Emgage Action



@emgageaction



@emgageaction