

eMgage

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.

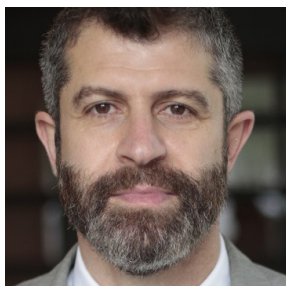
Thank you for being a part of Emgage's success this past year.

MISSION

Empowering Engaged Muslims

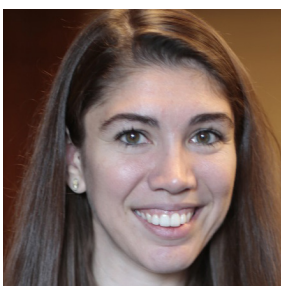
To educate, engage and empower Muslim Americans through educational events, voter initiatives, and leadership development for the purpose of building a community of equitable, knowledgeable, and motivated citizens.





Wa'el Alzayat
National CEO

← MEET THE TEAM



Iman Awad
Legislative and Policy
Director



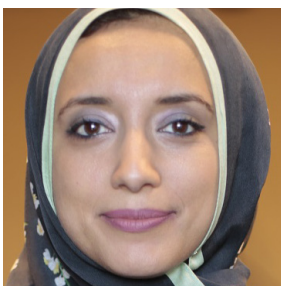
Nadia Alarakhia
Marketing and
Digital Asset Director



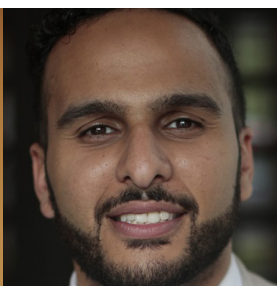
Hanna Dasoo
Policy Fellow



Aysha Ahmed
Programs and
Operations Manager



Vetnah Monessar
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

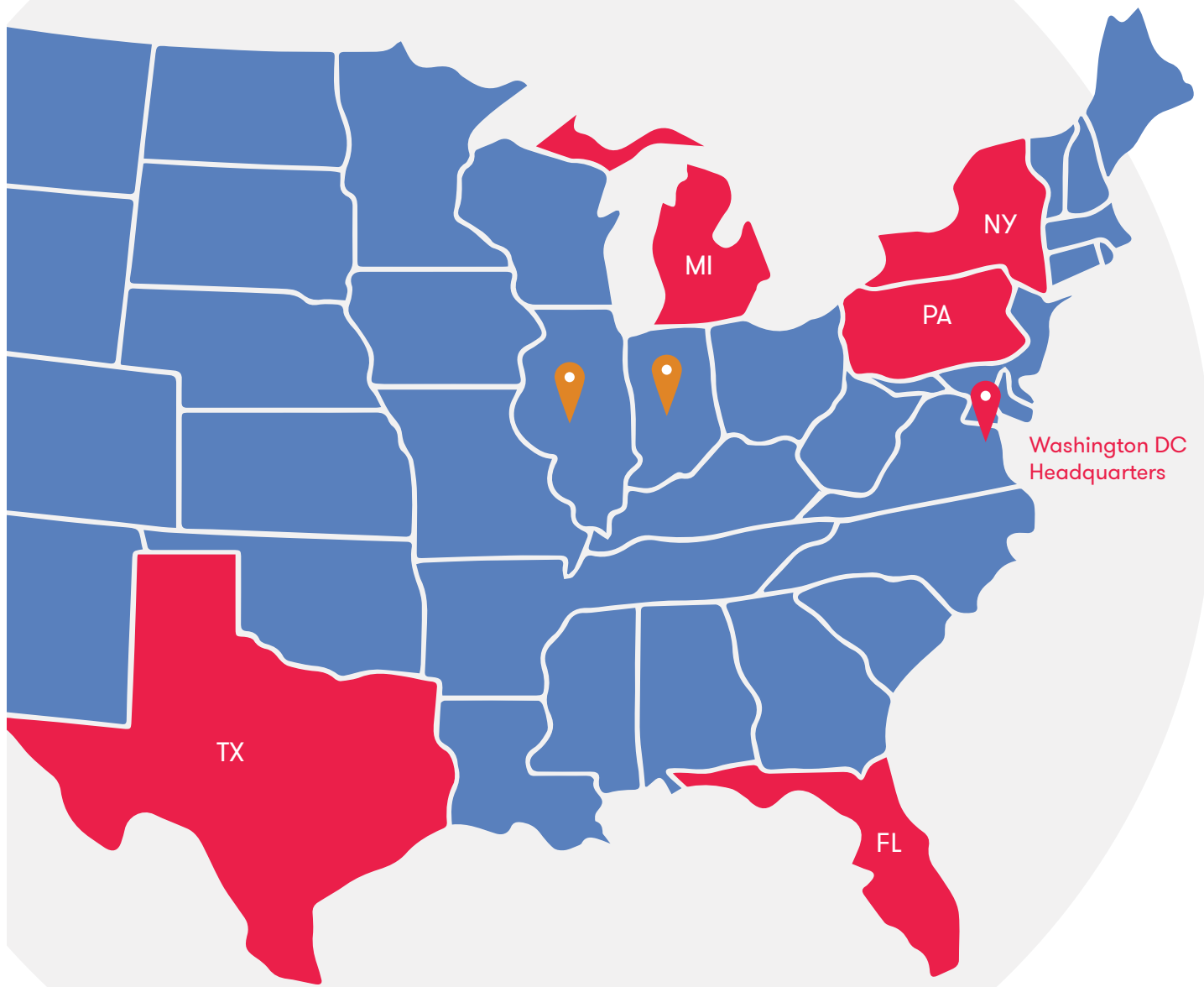


David Sleeth
Florida Legislative and
Policy Director



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



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.

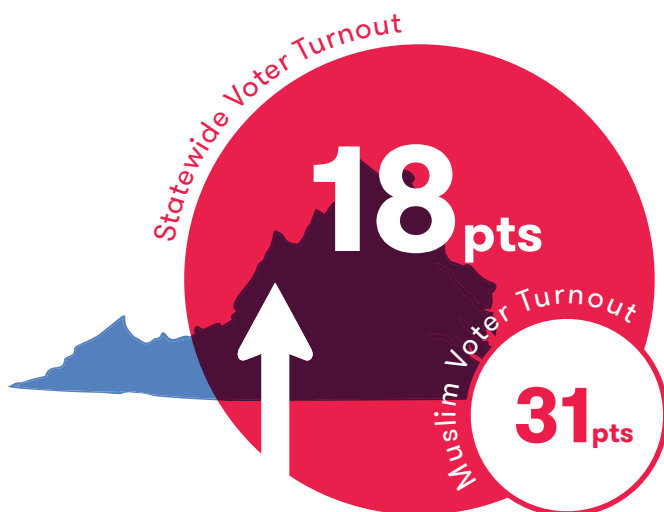


2018 Midterm Muslim Voter Turnout

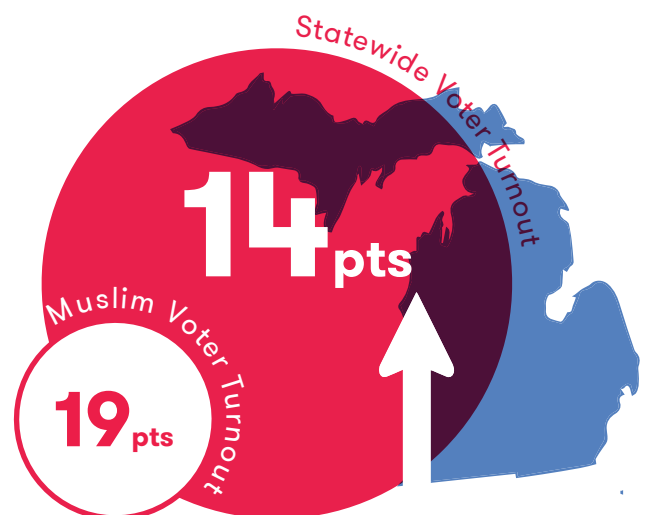
Emgage is proud to announce historic 2018 Midterm Elections results in the key states of Florida, Michigan, Ohio, and Virginia. According to data analysis of voter turnout in those states, Muslim Americans voted 25 points higher than they did in 2014.

We analyzed data from the NGP VAN database for the counties and congressional districts where Emgage 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, percentage were rounded to the nearest whole number. Emgage uses a proprietary name-match algorithm to identify likely registered Muslim voters in the NGP VAN database.

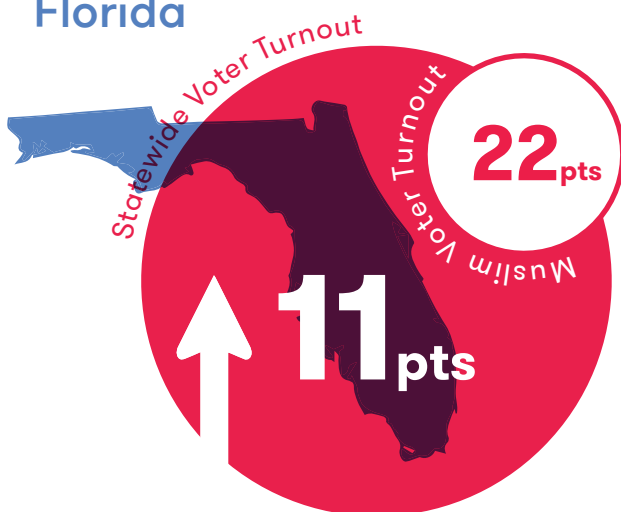
Virginia



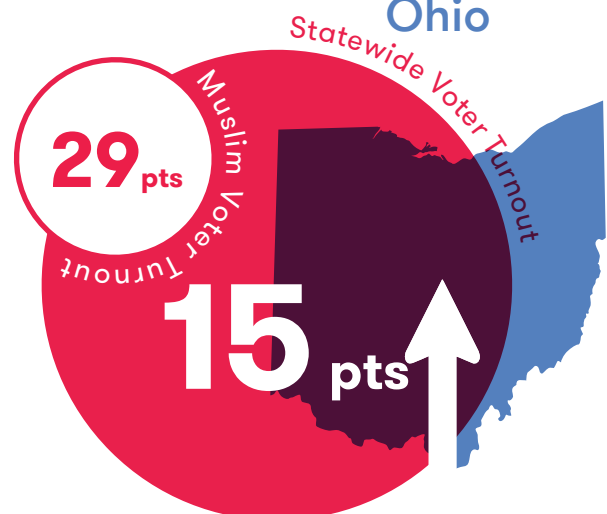
Michigan



Florida



Ohio



Muslim voter turnout increased 25 pts from 2014.

These numbers are from the 4 states where Emgage 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

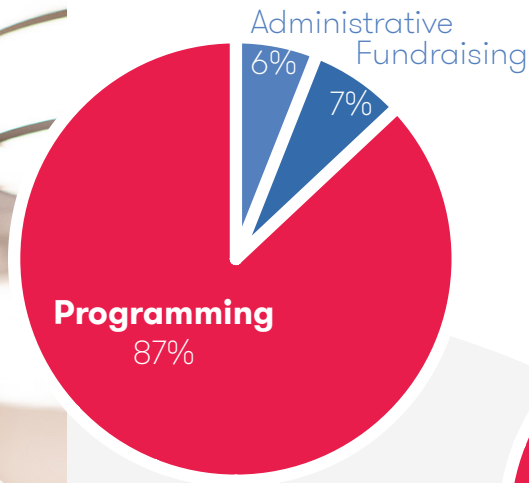
The Emgage gala in Philadelphia gathered community members and leaders for an evening gala in August of last year. The event featured Ohio City Councilman Basheer Jones of Ward 7, Goldstar father Khizr Khan, and comedian and journalist Dean Obeidallah.

Financial Report



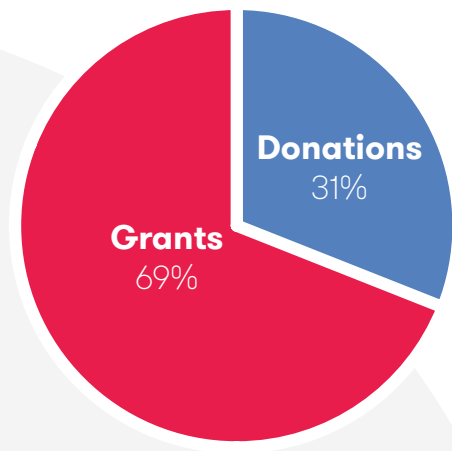
Total Expenses

\$1,158,378.72

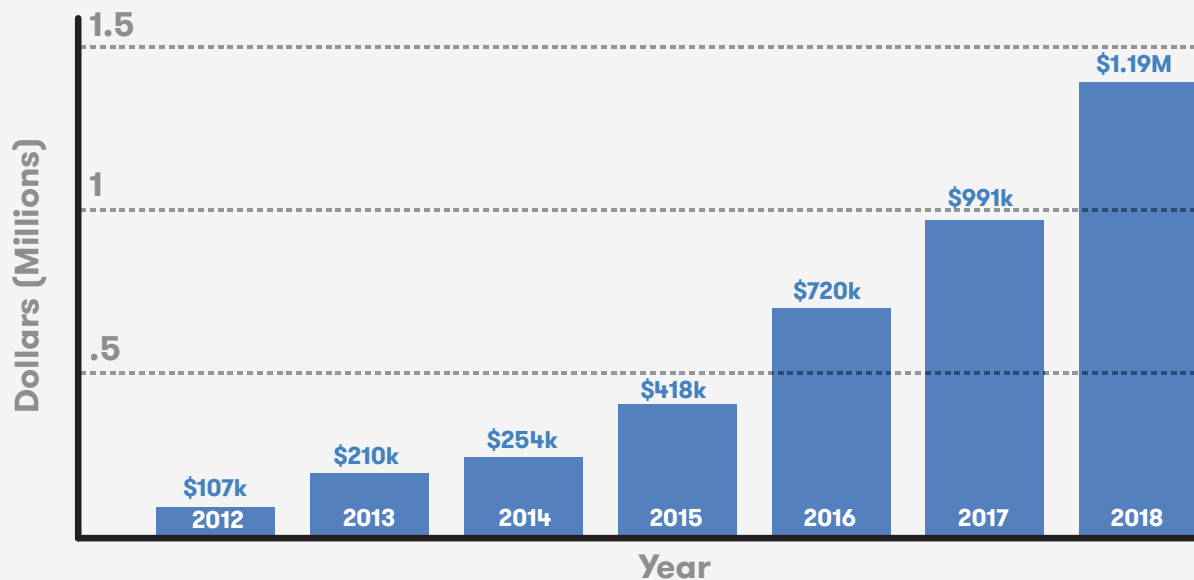


Total Income

\$1,191,629.14



Total Income





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