



# ANNUAL REPORT

## 2020





**Wa'el Alzayat**



**Khurrum Wahid**

**2020 was a truly historic year for Emgage and Muslim American voters.**

At the beginning of the year, we knew that the Muslim American community was poised to play a significant role electorally. After years of educating, organizing, and mobilizing, we felt that the community was on the cusp of something truly great. This is why we launched the Million Muslim Votes (MMV) campaign, a first-of-its-kind national effort to motivate and turn out at least one million voters in the 2020 general elections. Thanks to the creativity and dedication of our staff, volunteers, board members, and amazing partners, we turned out a historic number of voters and, with it, changed the narrative of Muslim political engagement.

The campaign was a success not only because it delivered electorally, but also because it mainstreamed Muslim American political engagement and brought it to the forefront of the national discourse. This in turn garnered the interest of candidates, including presidential candidates, and contributed to an unprecedented engagement with Muslim voters. More importantly, it paved the way for in-depth conversations with would-be policymakers on domestic and foreign policy issues important to our communities. While we understand that our work must continue to translate this moment into policy wins, we are celebrating this achievement and blessing of working to empower Muslim voters.

Emgage also continued to grow by welcoming our New York Metro chapter, led by Dr. Debbie Almontaser, who worked to cement Emgage's presence in the Big Apple and the surrounding regions with excellent local organizing, educational events, and engagement with elected officials. Joining our other five state chapters in Michigan, Virginia, Texas, Pennsylvania, and Florida,

Emgage New York Metro is poised to play a significant role in mobilizing and empowering the area's Muslim population.

Additionally, our chapters, especially Texas, played a leading role in Getting Out the Census (GOTC). Emgage was an official partner of the Census Bureau and utilized social media, webinars, town halls, phone banking, and texting events to encourage Muslims to participate in the 2020 Census. Given the challenges presented by COVID-19 as well as obstacles placed by the Trump Administration, getting an accurate count—especially of historically undercounted communities—was a difficult but essential mission. We are proud to have played a role in this effort and look forward to the final results.

On the financial front, Emgage 501(c)(3) had a strong year in terms of individual contributions as well as foundational support. See the financial report section for more information. We are so thankful to the individual and institutional funders who support our work and believe in our mission.

Emgage also initiated, with the help of independent advisors, an important effort to revitalize and renew our National Board governance processes and membership. We recruited, onboarded, and will now benefit from a top-notch board that is truly diverse and representative of our community. We look forward to welcoming our new National Board members in 2021 and working with our outstanding staff to take Emgage, and Muslim voters, to even higher grounds.

**Sincerely,  
Wa'el Alzayat & Khurrum Wahid**



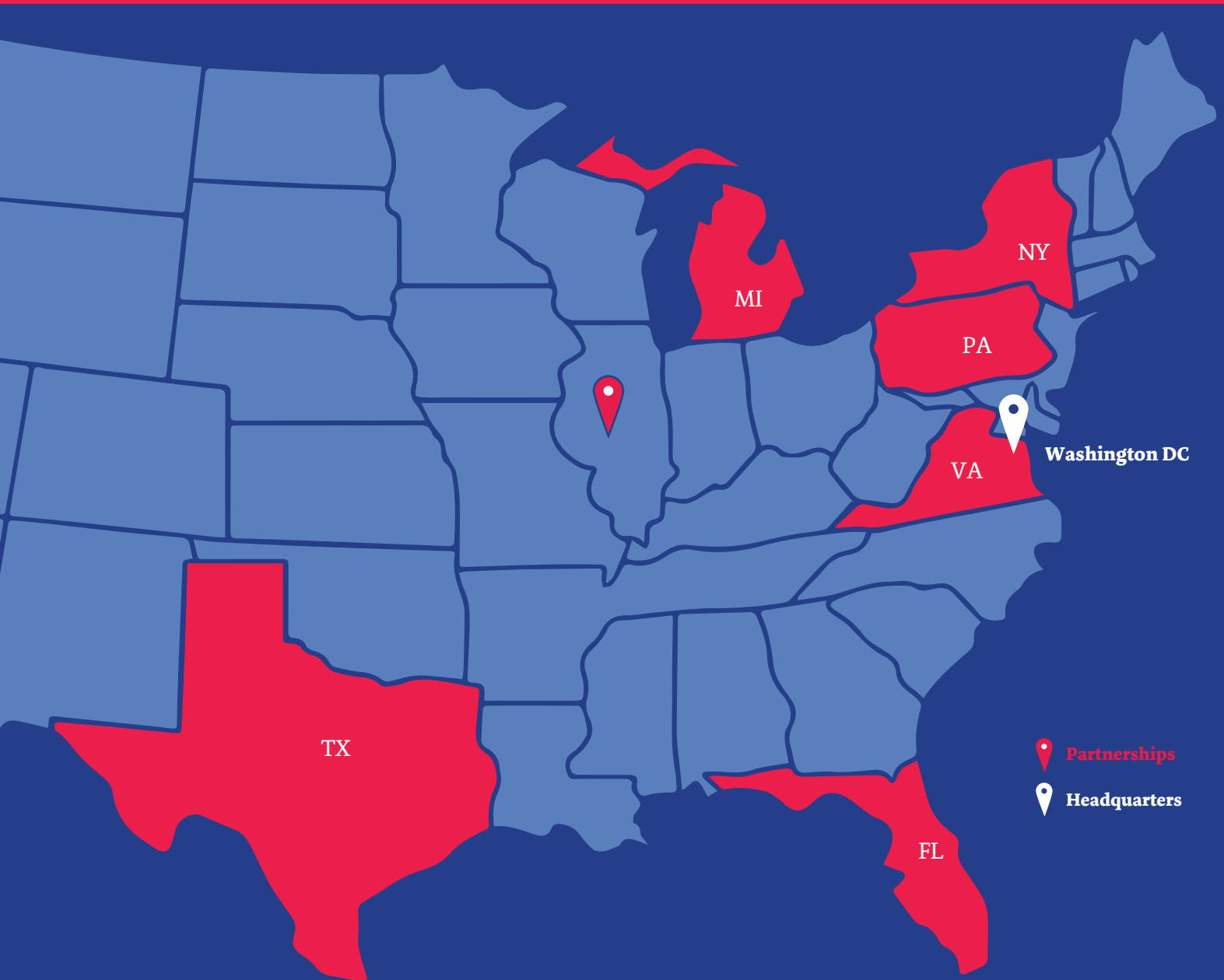
## EMPOWERING ENGAGED MUSLIMS

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.

# WHERE WE ARE



“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



# MILLION MUSLIM VOTES CAMPAIGN



**At the start of 2020, we launched the Million Muslim Votes (MMV) campaign, seeking to turn out an unprecedented one million Muslim American voters for the 2020 presidential elections.**

When civically engaged, Muslim Americans are an incredibly powerful constituency. We wanted to harness this power at the ballot box to ensure that our voices were represented during the most crucial election of our lifetime. Our nationwide Get Out the Vote campaign enlisted our state chapters and local partners who together achieved what was thought to be impossible: getting one million Muslims to vote!

**Coming Soon!** In the Spring of 2021, we will publish an in-depth voter turnout report for the states where we activated our campaign.



#### Partners:

The Muslim Public Affairs Council (MPAC), The Illinois Muslim Civic Coalition (ILMCC), MPower Change, My Muslim Vote, Muslim Women For, Ismailis Rise Up, Utah Muslim Civic League, American Pakistan Foundation, Wisconsin Muslim Civic Alliance



**1,040,908 Muslim Americans voted early/absentee in the 14 states where MMV operated.**

Calls

**1.8M**

Texts

**3.6M**

Mailers

**400K**

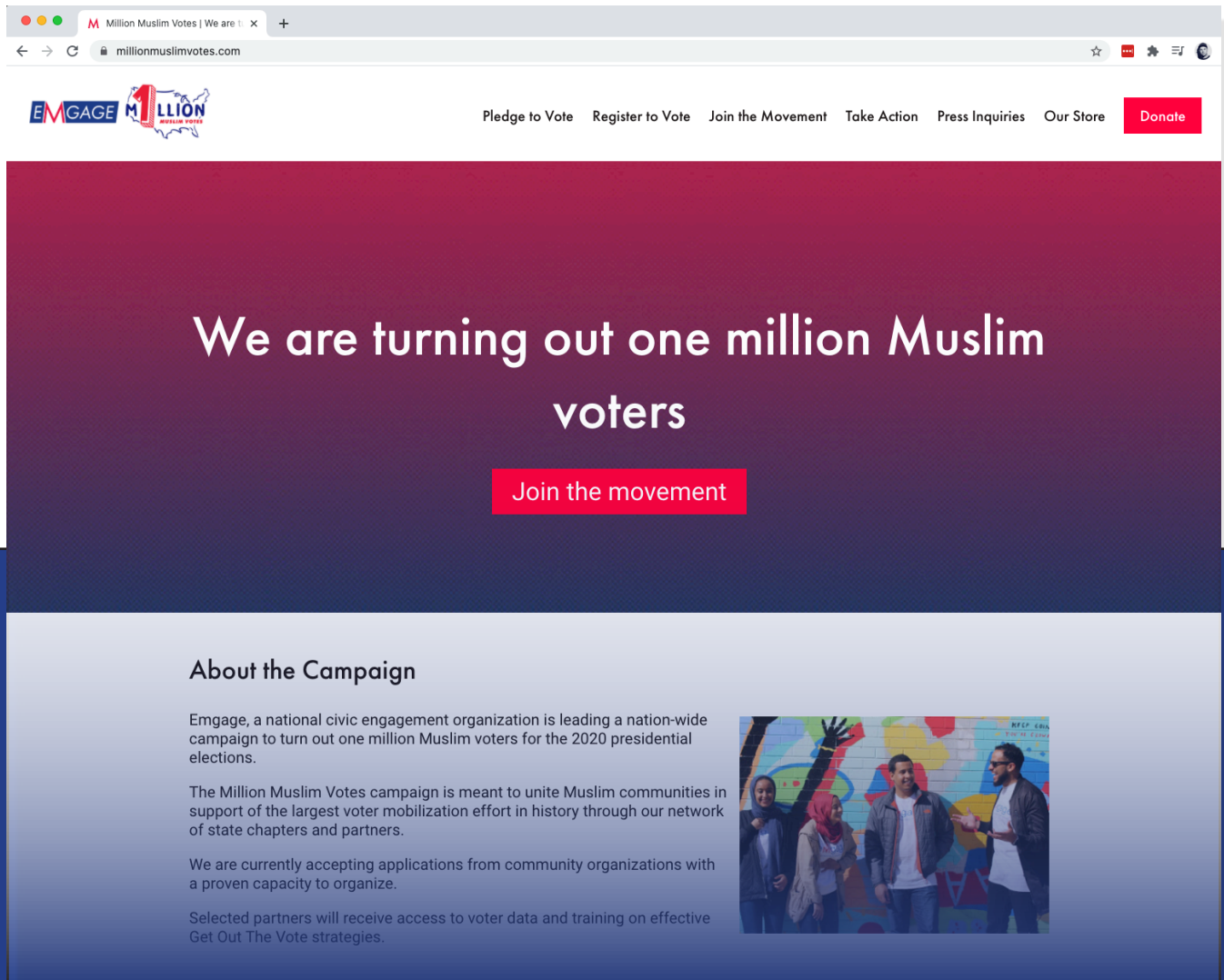
Volunteers

**687**





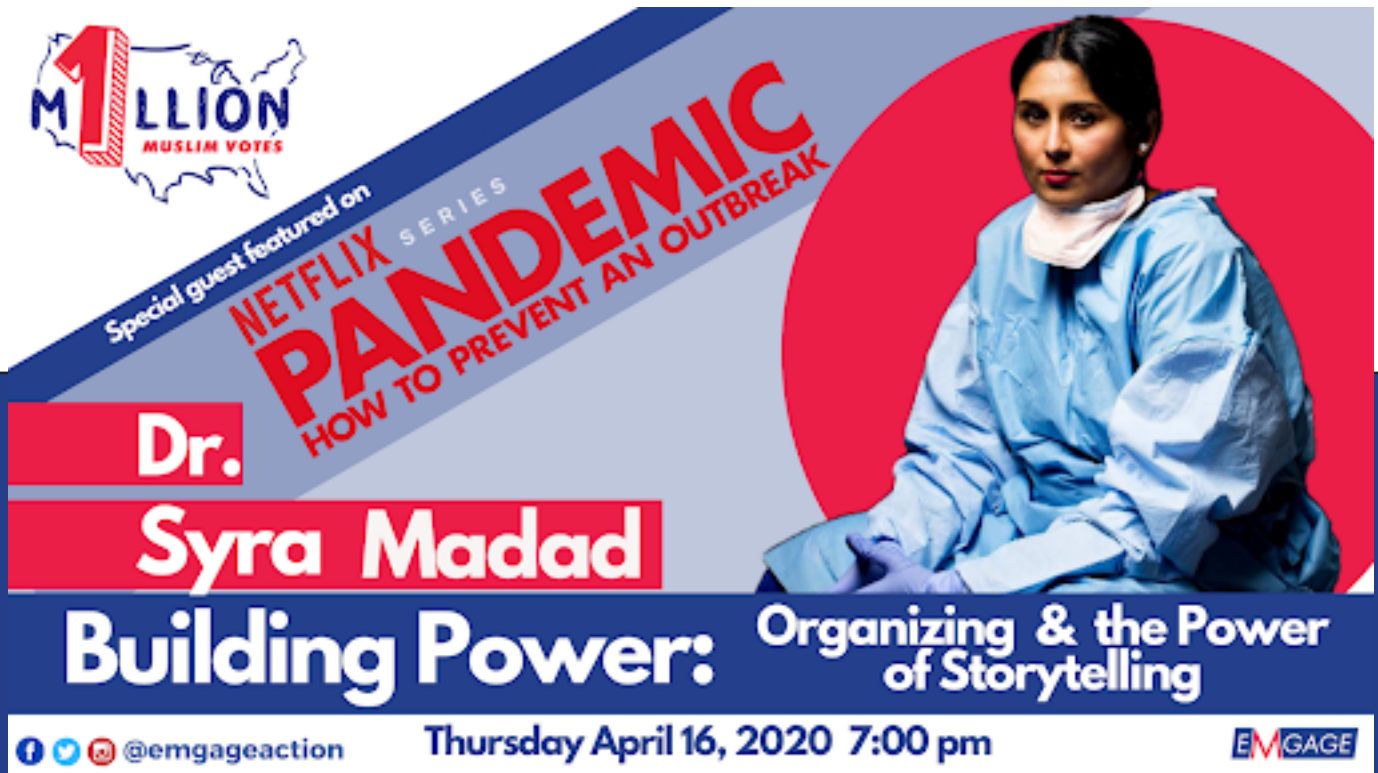
# MILLION MUSLIM VOTES CAMPAIGN



We developed a website showcasing the importance of the Million Muslim Votes campaign, allowing organizations to partner with us, providing individuals the ability to directly register to vote, and delineating a voting plan.

[www.millionmuslimvotes.com](http://www.millionmuslimvotes.com)

# MILLION MUSLIM VOTES CAMPAIGN



The graphic features a blue background with a white diagonal band. In the top left, there is a logo for 'M1LLION MUSLIM VOTES' with a map of the United States. The diagonal band contains the text 'Special guest featured on' and 'NETFLIX SERIES' above the title 'PANDEMIC' in large red letters, followed by 'HOW TO PREVENT AN OUTBREAK' in smaller red letters. Below this, a red box contains 'Dr.' and another red box contains 'Syra Madad'. To the right, a circular inset shows a portrait of Dr. Syra Madad in a blue protective suit. At the bottom, the title 'Building Power: Organizing & the Power of Storytelling' is displayed in white. The bottom bar includes social media icons and the handle '@emgageaction', the date and time 'Thursday April 16, 2020 7:00 pm', and the 'EMGAGE' logo.

M1LLION MUSLIM VOTES

Special guest featured on

NETFLIX SERIES

**PANDEMIC**

HOW TO PREVENT AN OUTBREAK

**Dr.**

**Syra Madad**

**Building Power: Organizing & the Power of Storytelling**

f t y @emgageaction Thursday April 16, 2020 7:00 pm EMGAGE

**As part of the MMV campaign, our organizing team hosted trainings leading up to the election. These trainings sought to provide Muslim Americans with the tools and frameworks to build power in their communities.**

One of our trainings featured Dr. Syra Madad, from the Netflix series “Pandemic: How to Prevent an Outbreak.” Other trainings included a storytelling workshop with El-Hibri Foundation, featuring Harvard professor Marshall Ganz, and another with Deloitte Consulting on the key components of organizing.





**Mohamed Gula**



**Aysha Ahmed**

## A LETTER FROM THE ORGANIZERS OF THE MILLION MUSLIM VOTES CAMPAIGN:

**2020 was an incredibly pivotal year.** The general elections were just one example of a definitive moment for our community. Through it all, we persevered, we organized, we showed up like never before—and over 1,000,000 Muslim voters made their voices heard. We were honored to organize in service of this goal and could not have done this without our partners and without you.

The drive for organizing is deeply personal for us. Organizing is our legacy, as seen by the example of our Prophet (S), who lovingly uplifted a movement that centered the human experience and the most vulnerable in the community. We organize for the strength and the benefit of our community. We organize so that beyond elections, we can strategically build for the policy changes we wish to see.

The truth is, our work for the MMV campaign had been years in the making, from the day we both walked into Emgage during Spring 2017. Since then, we have put in countless weekends, tiring travels, and long hours developing our tools, practicing our strategy, building our institution, sharing our resources, learning from our mistakes, and also enjoying a few wins along the way! The turnout we saw in 2020 was the culmination of all of those efforts.

Throughout the MMV Campaign, we heard so many stories of voters in our community.

Voters like 18-year-old Amina, who cast her official ballot for the first time, driven by the desire to fight to address climate change. Voters like 68-year-old Omar, who had left the home he had known in pursuit of the American dream, saving dollar after dollar, year after year to gain citizenship and the right to vote. Voters like 42-year-old Sarah, who marks the election dates on her calendar a year ahead, and is often seen working at the election polls after rallying her neighbors in the preceding weeks.

Each voter's story was unique; they were, truly, each one in a million. Ultimately, the MMV campaign was built for the community, by the community. The MMV campaign was our celebration and our determination to build elections as a vehicle of change for our community's political will. We learned so much this year and are honored to have been part of this journey. The MMV campaign may be over, but we will continue to engage with purpose, organize with heart, and win every day.

In service and solidarity,  
**Mohamed Gula & Aysha Ahmed,**  
**The Organizing Team**

# RAMADAN IFTAR EVENT

Featuring High-Profile Elected Officials

EMGAGE AND MPAC INVITE YOU  
TO OUR VIRTUAL RAMADAN EVENT



SEN. TIM KAINE  
(D-VA)



REP. RASHIDA TLAIB  
(D-MI-13)



REP. DEBBIE DINGELL  
(D-MI-12)



REP. ELISSA SLOTKIN  
(D-MI-8)



REP. TOM MALINOWSKI  
(D-NJ-7)



REP. ANDY KIM  
(D-NJ-3)



BASHEER JONES  
CLEVELAND COUNCILMAN



SUMBUL SIDDIQUI  
MAYOR, CAMBRIDGE, MA



ARSALAN SULEMAN  
HUMAN RIGHTS LAWYER

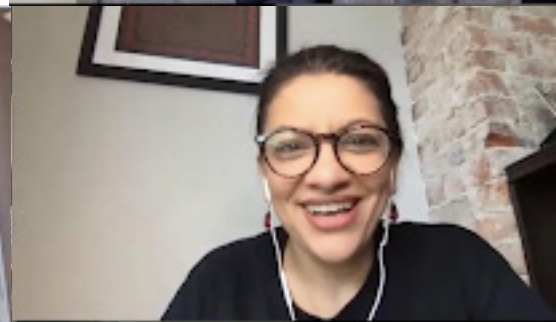


ZESHAN B  
AMERICAN SINGER

This year, we held a number of events with high-profile elected officials.

Our Ramadan event, co-hosted with the Muslim Public Affairs Council (MPAC) was especially important—featuring Senator Tim Kaine, Representative Rashida Tlaib, current Secretary of State Tony Blinken, and many more.

At the event, we showcased our powerful Million Muslim Votes campaign video. A poignant line in the video was, **“We got the means, we got the numbers, and we got the power.”**





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# CHAPTER HIGHLIGHTS



# MICHIGAN

## Chapter Highlights



**In 2020, Emgage Michigan organized extensively for the most important election to date.**

Despite our challenging circumstances with COVID-19, we were able to successfully pivot to full digital operations. In order to ensure the safety of our staff and volunteers, we decided to forgo our door-to-door canvassing efforts. We began our organizing efforts in the first week of June and hired 10 organizers. Each organizer was required to complete 10 hours a week making calls, sending text messages, and recruiting volunteers. Each text message and phone call had a link to the absentee voter application. We also provided constituents with their polling locations and a voter registration link. Our work in the Michigan primary election allowed us to warm up our community for the general election.

During the general election, we doubled our budget and efforts. We had a total of 19 organizers. We called and texted all 180,000 registered Michigan Muslims in our voter database multiple times. We hired a masjid outreach coordinator, and provided Imams with Get Out the Vote sermons emphasizing that it was one's Islamic duty to engage in the 2020 general election.





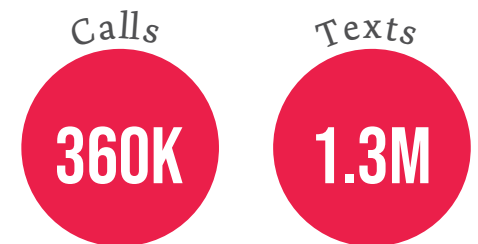
# MICHIGAN

## Chapter Highlights

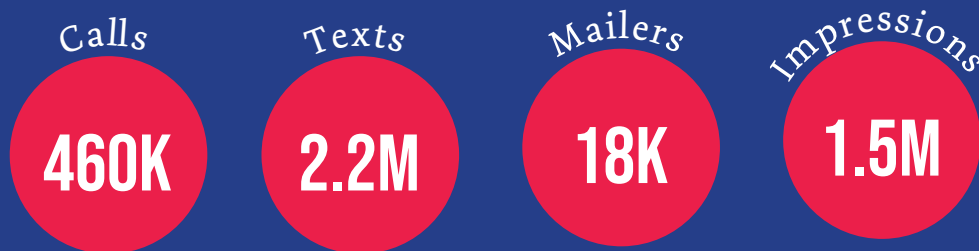


We helped turn out 80,000 Michigan Muslims for early and absentee voting alone, including 27,000 Michigan Muslims in Wayne, 9,000 in Macomb, and 20,000 in Oakland. This was all thanks to the work of our devoted organizers, who ranged from 16 to 27 years old. Power to young people! We hope to continue the efforts of our 2020 organizing in the 2021 municipal elections.

**For the general elections, our team successfully completed the following:**



**Ultimately, combining the efforts of our primary and general elections, we were able to successfully execute the following:**



# MICHIGAN

## Chapter Highlights



In addition to these GOTV organizing efforts, Emgage Michigan brought together community members and elected officials regarding some of our communities' most pressing issues. Our chapter work included:

- **7 Congressional Town Halls** on COVID-19 and M4BL (Movement for Black Lives Matter): Emgage Michigan wanted to educate our community about their resources during the COVID-19 pandemic, and what Congress was currently doing to improve the racial disparities in our justice and healthcare systems. We hosted 7 events with all of our Democratic Michigan delegation and frontline doctors to provide updates and best practices for COVID-19. This provided our community members with the opportunity to ask their representatives and health care professionals questions.
- **1 Voting Rights Town Hall** with Secretary of State Jocelyn Benson: One of our goals in 2020 was to ensure that people voted safely and knew their options. We were fortunate that our Secretary of State introduced absentee ballots applications, which were mailed to every registered voter in Michigan. Our job was to ensure that folks filled out their absentee ballots applications so that they could vote from the safety of their homes. We hosted this town hall that thoroughly explained the absentee ballot application process and other voting options for Michigan residents.
- **2 Leadership Training Seminars:** We partnered with the Muslim Unity Center and Dr. Abdul El-Sayed for a two-day training on civic engagement, organizing, and storytelling. These seminars included Muslim youth who were in high school and college and who were interested in getting involved in the 2020 elections. We had about 20 people in each session, and many of them signed up to volunteer with Emgage Michigan.
- **2 Masjid Candidate Forums:** We partnered with the Muslim Unity Center for two candidate forums to educate our communities about local candidates. One was held during the Michigan primary election, and the other was held during the general election.
- **A Large-Scale Michigan Muslim GOTV Rally:** Our masjid outreach coordinator, Imam Mika'il Stewart Saadiq, partnered with the Campus Vote Project to discuss resources and tools for our community to make sure they all would get out to vote. We held a youth panel to discuss why voting is so important, especially during the 2020 election.

# TEXAS

## Chapter Highlights



**In 2019, Emgage Texas began gearing up for its 2020 programs focusing on the census and election cycle.**

These early efforts to lay the groundwork for 2020 allowed our team enough time to transition into digital organizing. We focused on the importance of the census to the Muslim community, and on building trust in undercounted communities. We spoke at the Houston Census Day Press Conference with Mayor Sylvester Turner and County Judge Lina Hidalgo; developed Facebook videos, webinars, town halls, and conducted census outreach phone banking and texting events.

Our executive director, Nabila Mansoor, facilitated the City of Houston and Harris County Complete Count Committee meetings, and was an integral force in planning efforts. Once the pandemic hit, much of our work pivoted to imparting census information at food drives and PPE giveaways. Emgage was featured as a partner on the U.S. Census Bureau website. Despite the restraints of the pandemic, our early outreach and digital mobilization efforts allowed us to attain census pledges from 6,600 members of the Muslim community, conduct 65 one-on-ones with community leaders who started their own Complete Count Committees, hold 98 events and trainings, and reach more than 8,000 people via phone banking and text banking.





# TEXAS

## Chapter Highlights



**Relational organizing became our most important tool in 2020 Census outreach, which helped us effectively transition for the 2020 election.**

Major highlights included our Candidate Forum, which was attended by a majority of invited candidates from our target districts and allowed them to address issues and policies that directly impacted the Muslim community.





# TEXAS

## Chapter Highlights



**We worked hard to uphold our philosophy of making voting information accessible to the Muslim community.**

We worked in collaboration with our partner organizations to turn out voters from underrepresented communities. We emphasized language access, and focused on the youth vote through our phone banking efforts. We were able to harness the power of ethnic media for GOTV through interviews with ethnic news channels, newspaper ads, and a daily radio show with Sangeet Radio that provided voting information and allowed voters to directly hear from candidates.

For the 2020 election and beyond, Emgage Texas successfully lobbied to have 9 masjids as polling locations in Harris County and Fort Bend County from early voting through Election Day. This effort became one of our most successful of the 2020 election cycle, and offered Muslim voters a safe space in which to cast their votes, and provided members of other communities opportunities to learn more about their local Muslim communities. In many of these masjids, members of the community also worked as election judges or poll workers.

### EMGAGE TEXAS VIRTUAL TOWN HALL

**Youth Decide:  
Our Census.  
Our Vote.  
Our Future.**

**Monday, July 13  
3:00PM CDT |  
4:00PM EDT**

[bit.ly/YouthDecideOurFuture](https://bit.ly/YouthDecideOurFuture)



**Rep. Vikki Goodwin**  
Texas House District 47  
Travis County, Texas

**EMGAGE**

### EMGAGE TEXAS VIRTUAL TOWN HALL

**HOW SECURE IS  
YOUR VOTE?**

**Voter suppression and  
Protecting the ballot box**

**Tuesday, June 30  
1:00PM CST | 2:00PM EST**

[bit.ly/ProtectingTheBallotBox](https://bit.ly/ProtectingTheBallotBox)



**JOSH LEVIN**  
TX Civil Rights Project  
Election Protection Fellow

**EMGAGE**

# TEXAS

## Chapter Highlights



Emgage Texas Executive Director Nabila Mansoor was included in a number of high-profile media mentions, including a quote in *The Washington Post*.



Sections

The Washington Post  
Democracy Dies in Darkness

“This is an obvious attempt to weaponize the census to make sure people already in power stay in power,” said Nabila Mansoor, executive director of the Texas chapter of Emgage USA, which works closely with Texas’s Muslim American community. “The demographics are changing such that our districts are going to be more diverse and include many more people that were not there before. If you take out the undocumented community, you are allowing these gerrymandered districts to be further diluted.”

HOUSTON★CHRONICLE

### Not on people’s minds

In Houston, grassroots organizers have had to switch gears due to the pandemic. The city is hosting census parades and urging schools to disseminate the message.

Nabila Mansoor, executive director for Texas Emgage, said once it became clear that teams could not go to festivals or houses of worship, they began reaching out to residents online and through radio appearances and literature drops. They’ve been chatting with people waiting in car lines for free groceries, pet food or masks.

“It’s not at the forefront of anyone’s mind right now, the pandemic is,” said Mansoor, whose group seeks to empower Muslim Americans. “They’re thinking, ‘How am I going to get food on the table and am I going to get a job?’”

# VIRGINIA

## Chapter Highlights



In March, Emgage Virginia held a gala celebrating key legislative wins in the state. The gala featured State Senator Ghazala Hashmi, Attorney General Mark Herring, Fairfax County School Board Member Abrar Omeish, State Delegate Ibraheem Samirah, and Commonwealth Attorneys Steve Descano and Buta Biberaj.



**Attorney General Mark Herring speaks at Emgage Virginia's gala.**



**Fairfax County School Board Abrar Omeish speaks at Emgage Virginia's gala.**





# VIRGINIA

## Chapter Highlights



## TOP EMGAGE VIRGINIA ACHIEVEMENTS:

- Advocated for and passed legislation increasing the felony threshold for theft \$250 in 2018, to \$500 in 2019, to \$1,000 in 2020
- Worked with the Attorney General's office to improve the definition and reporting of hate crimes
- Advocated for the expansion of voter rights, particularly with absentee ballots and early voting
- Advocated to increase the age for juveniles to be tried as adults from 14 to 16
- Advocated for driving privilege cards for undocumented immigrants
- Advocated for legislation recognizing human rights violations against Uyghurs.
- Organized against and ended the 287(g) agreement in Prince William County, which had allowed ICE to detain people at the county jail
- Met with Representative Gerry Connolly to discuss small businesses applying for and receiving PPE in the aftermath of COVID-19



**The Washington Post**

*Democracy Dies in Darkness*

### Virginia Politics

## Large Virginia county ends immigration enforcement agreement





# PENNSYLVANIA



## Chapter Highlights

Emgage's new Senior Organizing Advisor, Salima Suswell, led GOTV efforts in the Southern Pennsylvania area leading up to the 2020 election. In addition to mass phone banking and texting, she was part of a GOTV rally for Philadelphia Muslims and allies.

Our Pennsylvania chapter also held a number of voter registration events. Recognizing the importance of the Black Muslim vote in Pennsylvania, emphasis was placed on galvanizing this particular community.

According to Emgage's analysis, **over 57,000 Muslim American early and absentee votes were counted in Pennsylvania.** This was a tremendous increase from 2016, when just over 4,700 Muslim Americans in the state voted early or via absentee ballots. Emgage's volunteers made over 170,000 calls to turn out the Muslim American vote in the state.

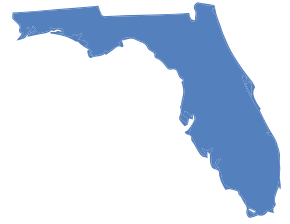
**PHILLY MUSLIMS & ALLIES VIRTUAL GOTV RALLY**  
JOIN EMGAGE PA AS WE GET OUT THE MUSLIM VOTE

				
SENATOR SHARIF STREET VICE CHAIR PA DEMOCRATIC PARTY	PHILA COMMISSIONER OMAR SABIR	SALIMA SUSWELL POLITICAL STRATEGIST/ORGANIZER	STATE REP. JORDAN HARRIS	STATE REP. JOANNA MCCLINTON

\*This data was collected on November 2, 2020, and was provided by each state's Secretary of State, a name-match algorithm, a self-reported ethnicity code, and a self-reported religion code.

# FLORIDA

## Chapter Highlights



**In response to challenges to our Get Out the Vote efforts—such as COVID-19 and voter suppression tactics—Emgage Florida developed innovative solutions to ensure that Muslim American votes were represented.**

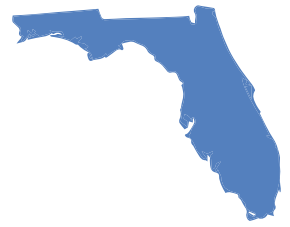
Because of the pandemic, our GOTV operations had to rely much more heavily on mail-in ballots. However, not all voters were as familiar with this medium of voting; in addition, there was great misinformation being spread about mail-in ballots in Florida. Because of this, during the primary elections, 25,000 ballots were rejected in Miami Dade County.



**As a result, we dedicated ourselves to voter education initiatives that helped voters understand how to be prepared to cast their ballots during the 2020 elections.** We produced over 15 educational videos covering topics from how to request online ballots to overviews of ballot initiatives and how these affected the Muslim community. In addition to providing this education, we magnified our efforts to get out the vote through phone calls, text messages, mailers, literature, flyers, and Muslim Voter Day — an event designed to encourage Muslims attending Friday Jumah prayers to caravan to their nearest polling location to vote.

# FLORIDA

## Chapter Highlights



Additionally, this year, Emgage Florida did the following:

### Hosted 5 virtual candidate forums for:

- Broward County Sheriff
- Broward County State Attorney
- Miami-Dade State Attorney
- Hillsborough School Board
- Sunrise City Council



### Held 4 virtual town halls:

- 1 in partnership with South Florida Muslim Federation Council of Imams regarding voting in the Islamic tradition
- 1 with elected officials Rep. Anna Eskamani and Rep. Chris Benjamin, the first self-identifying Muslim elected to the Florida House of Representatives, regarding the importance of voting in the 2020 elections
- 2 in partnership with GOTV organizations promoting engagement in the 2020 elections among diverse communities



**"To vote is to exist"**

**OWN YOUR VOTE**

**VIRTUAL TOWNHALL**

OCTOBER 10TH, 2020 - 6:00 PM

SHEIKH TARIQ CHERRY  
IMAM MUHAMMAD ISMAIL  
IMAM SHAKIL  
MODERATOR ANCEL PRITT

Join us as we discuss the significance of voting from a spiritual perspective

Register here: [bit.ly/VotingTownhall](https://bit.ly/VotingTownhall)

EMGAGE  
SOUTH FLORIDA MUSLIM FEDERATION  
Contact us at: [info@somuslims.com](mailto:info@somuslims.com)

### Created 6 educational GOTV videos on:

- Creating an early vote game plan
- Requesting vote by mail (VBM) ballot
- Filling out VBM ballot
- Tracking VBM ballot
- The fourth amendment on the ballot
- How to vote in person



# NEW YORK METRO

## Chapter Highlights



### Emgage NY Metro launched virtually in June 2020.

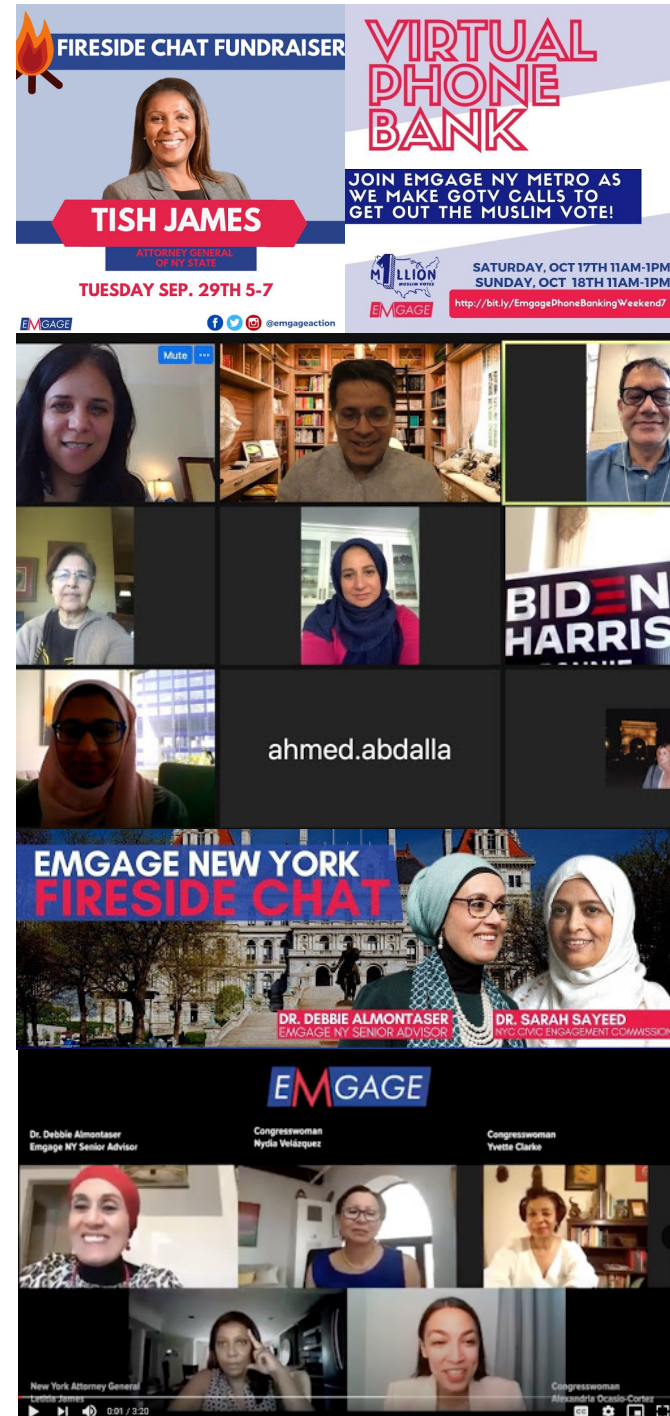
As we planned for the big day, we knew that this was not going to be as grand as a physical launch in a banquet hall decorated with our branding colors, the aroma of hors d'oeuvre, and standing room only because we maxed out the 200-person room capacity. Little did we know that our virtual launch would surpass our expectations, capping us on Zoom with over 260 people and over 57,000 viewers on Facebook.

The launch hosted over 20 local, state and federal officials. We were joined by the Muslim Democratic Club of NY, Muslims for Progress, and many others. People attended from across the metro area and nationally. Everyone was intrigued by this launch!

### Emgage NY Metro set the bar high, and there was no turning back!

We hit the ground running with fireside chats and community engagement events for the Million Muslim Votes campaign. By August, we had 11 community organization partners and over 100 volunteers for the MMV campaign. We trained them all on how to generate data and how to use it for phone banking.

Emgage NY Metro hosted 10 consecutive weekends of virtual phone banking sessions. We had 15 to 25 phone bankers on any given day. The NY Metro team and MMV partners made over 196,000 calls and spoke to 15,000 voters in Pennsylvania. As we got closer to election day, we energized our base with local elected officials, including New York City Council Members Helen Rosenthal, Vanessa Gibson, Mark Levine, and Antonio Reynoso, and Brooklyn DA Eric Gonzales.



U.S. Representative Alexandria Ocasio-Cortez and other high-profile elected officials joined us at Emgage NY Metro's launch party.

# IN THE MEDIA

## THE BALTIMORE SUN

### **Trump's 3-year old Muslim travel restrictions were already bad, now he's expanding them to more countries.**

"We refuse to allow ourselves to become indifferent toward the systematic xenophobia that it represents. We will not be complacent in this administration's abuse of power that aims to control which communities will be afforded entry, and which will be barred because of their faith. The fight must go on, regardless of this administration's persistence in making this a staple in American foreign policy." — **Iman Awad**

## Religion News Service

### **Muslim voters doubled their turnout, turning a much-watched minority into an influential one**

Building community power does not happen overnight. An important part of the story here is an organization called Emgage, a Muslim advocacy group that has been around since 2008 but was catalyzed in 2016 following Trump's election. According to its CEO, Wa'el Alzayat, the Muslim community's feeling of being under siege by its own government moved the organization to activate the Muslim electorate.

"It wasn't just enough just to be here. We wanted our people to show up. We wanted to drill down on election as part of a culture that happens every year," said Alzayat. "We wanted people in our community to get into the practice of being involved and feeling like their voice matters."

## **Newsweek**

### **Coalition of Muslim Political Groups Launches \$1 Million Campaign to Get More Muslims to Vote In 2020**

"We believe getting the community to vote in a consistent manner and not just voting in presidential elections but for local, state and national offices, is a crucial ingredient to build political power. In 2016, we saw that the scapegoating, demonization of the Muslim community was part and parcel of the electoral strategy of Trump. He was rewarded at the polls. We want to make sure that the Muslim community steps up and votes and gets its voice heard to let the country know how it feels about that." — **Wa'el Alzayat**

## **Los Angeles Times**

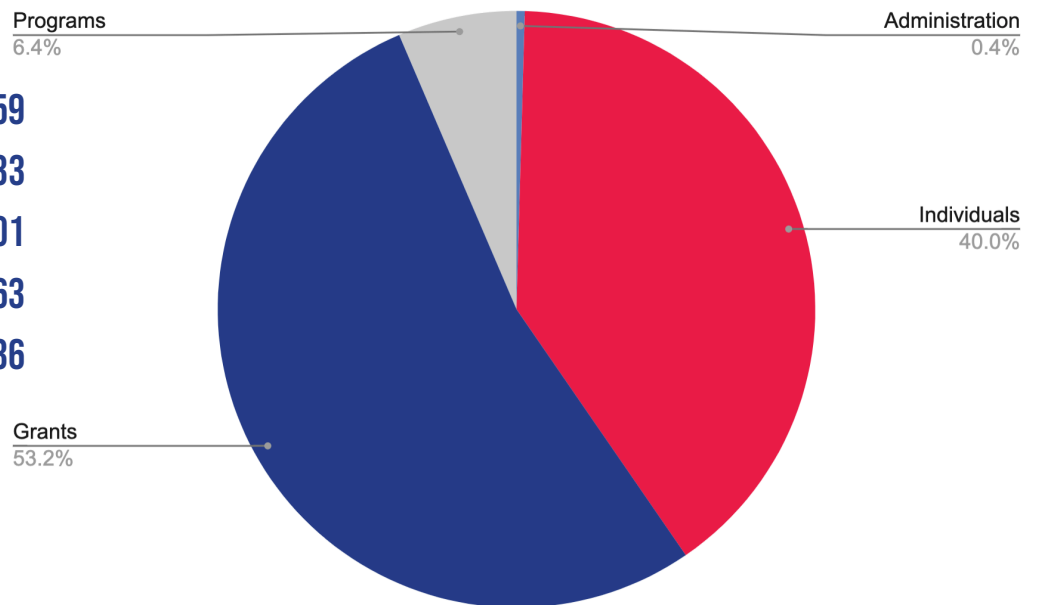
### **Trump's travel ban motivated Muslims to participate in politics. Now, they're eyeing local office**

Four years ago, then-candidate Trump won this battleground state by fewer than 11,000 votes. Michigan overall recorded a 19-point increase in Muslim voter turnout between the 2014 and 2018 midterm elections, according to data from Emgage, a national get-out-the-vote group that focuses on Muslims. Analysts believe that Muslim Michiganders — who surveys indicate are focused on such issues as civil rights, education and healthcare — could help play a decisive role in this year's election if they turn out in equal, or even greater, numbers.

# FINANCIAL REPORT

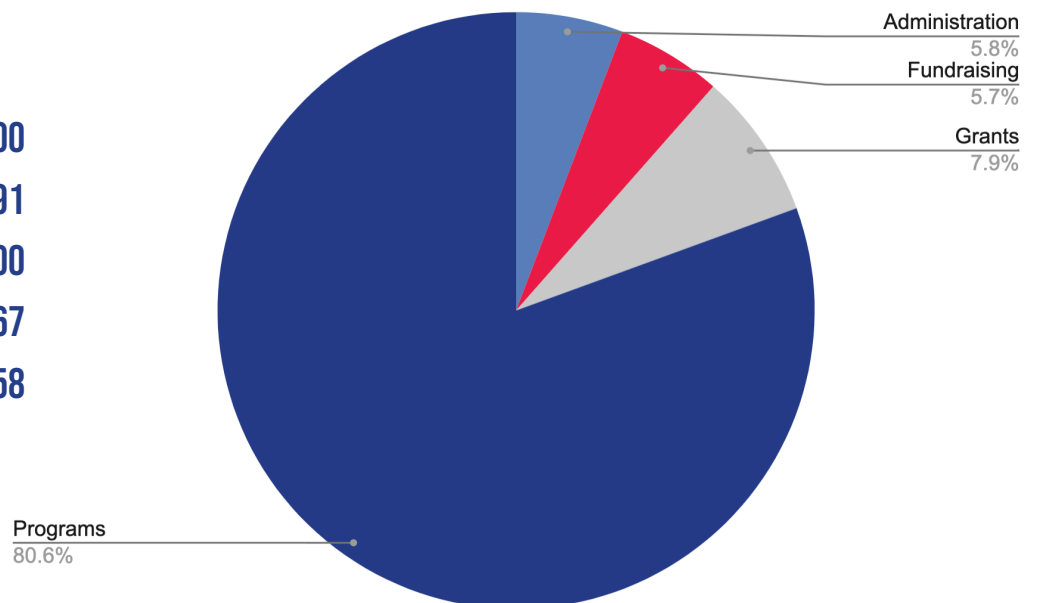
## INCOME

ADMIN	\$9,529.59
INDIVIDUAL	\$857,372.33
GRANTS	\$1,140,243.01
PROGRAMS:	\$137,793.63
TOTAL INCOME:	\$2,144,938.36



## EXPENSES

ADMIN:	\$92,127.00
FUNDRAISING:	\$90,542.91
GRANTS:	\$126,263.00
PROGRAMS:	\$1,281,367.67
TOTAL EXPENSES:	\$1,590,300.58

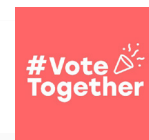
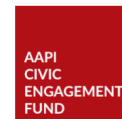




# PARTNERS

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

Emgage 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.



Ralph Ogden  
Foundation

**McNULTY  
FOUNDATION**



HOUSTON  
ENDOWMENT



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