

EMGAGE



ANNUAL REPORT

2024

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SALAAM,

This year, Muslim Americans navigated one of the most difficult election cycles in recent memory. For many, the presidential ballot did not offer clarity or comfort. Instead, it raised difficult questions about how to remain true to our values while participating in a system that continues to fall short. At Emgage, we recognized the weight of that moment and stayed committed to supporting civic engagement, even when the path forward felt unclear.

And our community responded.

We saw people meet this moment with a sense of determination that did not come from ease, but from the understanding that stepping back was not an option. Muslim Americans didn't simply take part in the democratic process. They shaped it through efforts that felt both personal and grounded in care for one another. We witnessed this through conversations that unfolded at home and through organizing that continued in spaces where people already felt connected—masjids, student groups, neighborhood gatherings, and cultural centers that have long served as places of trust. From California and Texas to Michigan, Pennsylvania, and beyond, this work was visible across every state where Emgage has a chapter. In each of these places, people made it clear that our voices belong at the center of public life.

Emgage was there throughout this moment. We focused on helping voters cut through confusion and access the information they needed to make meaningful decisions. This year, we launched our largest Get Out the Vote (GOTV) campaign to date. We reached people directly—at the door, on the phone, and through conversations led by organizers who understood the communities they served. We placed a particular emphasis on local and down-ballot races, where decisions affect daily life and where turnout can shift what is possible. As the campaign unfolded, we saw people mobilize with growing confidence and a clear sense of purpose.

We also expanded opportunities for direct engagement with those in power. Emgage hosted forums and town halls that brought Muslim Americans into conversation with candidates and elected officials. These spaces created room for people to raise concerns that had been ignored and helped push public leaders to listen more closely and respond with care.

This year reminded us that civic engagement is not limited to election day. It is about remaining value-driven in the choices that define our future and continuing to show up when the stakes feel high and the outcomes uncertain. Emgage stayed focused on work that helps build a civic foundation that lasts.

“Muslim Americans didn’t simply take part in the democratic process. They shaped it through efforts that felt both personal and grounded in care for one another.”

Through our Emerging Leaders Program, we supported the next generation of Muslim Americans preparing to lead and create change in their communities. That same commitment to education shaped our Civic Engagement Series, where participants gained tools to understand how decisions are made and how to stay involved. At the same time,

the Muslim Civic Table brought together organizations and advocates to align strategy and focus on shared priorities. Each of these efforts reflected a simple goal: to keep our communities informed and ready to lead wherever decisions take shape.

That’s why we partnered with the Institute for Social Policy and Understanding (ISPU) to produce research that gave voice to Muslim voters in key states. The findings confirmed what we already knew from our work across the country. Our community’s vote is decisive, and our demands are rooted in justice. The data made it clear that we cannot be taken for granted and that our priorities must be part of the national conversation.

The year ahead will bring new challenges, but Emgage is ready. We are grounded in the foundation we have built and we are guided by the strength of our diverse community. Whether we are advocating for our rights here at home or standing for human rights abroad, we remain focused on the work ahead. Systems alone do not deliver justice. People do. And our community continues to lead with purpose.

Thank you for being part of this work.

With gratitude,



Wa'el Alzayat
CEO, Emgage

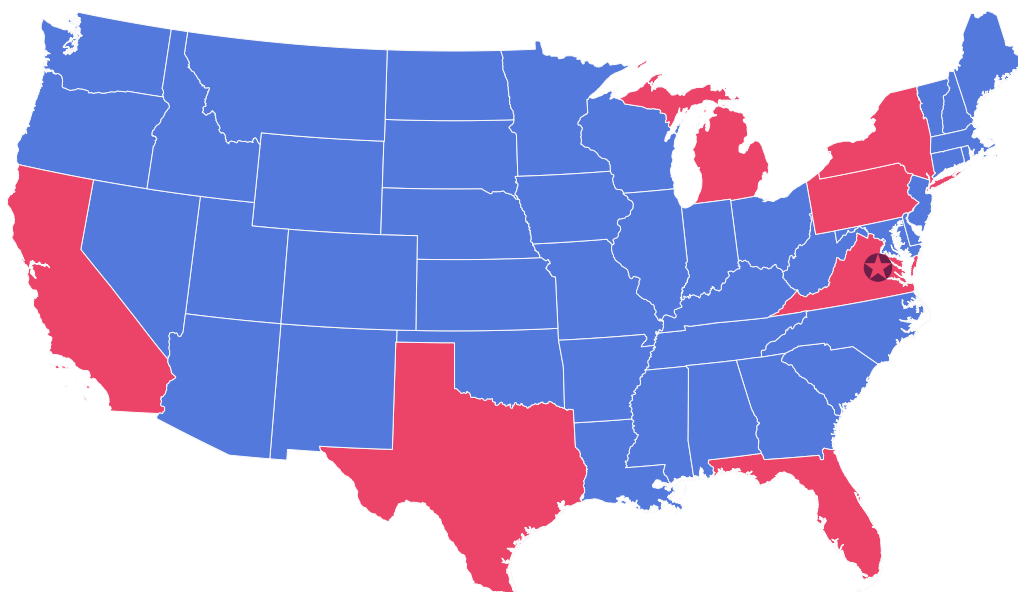




Emgage Foundation ***educates*** and ***mobilizes*** Muslim American voters in support of policies that enable our communities to ***thrive*** and democracy to ***flourish***.

Where We Are

California
Florida
Michigan
New York Metro
Pennsylvania
Texas
Virginia



2024 HIGHLIGHTS

In 2024, Emgage Foundation significantly expanded nonpartisan initiatives, engaging **2,903 individuals** through **83 events**. Contributions exceeded **\$3.5 million**, driving efforts to educate, empower, and mobilize communities across its **seven chapters**.

Event Impact



83
TOTAL EVENTS
ACROSS
SEVEN STATES



2,903
INDIVIDUAL
PARTICIPANTS

Top Event Categories

- 25 Civic Education Events
- 4 Emerging Leaders Events
- 19 Community Events
- 4 Galas/Iftars
- 20 Townhalls/Candidate Forums

Get Out The Vote Highlights



596,019
PHONE CALLS



115,842
DOORS KNOCKED



2,206,051
TEXTS SENT



16,455
POSITIVE IDS



1,069
VOTER
REGISTRATIONS



134,892
MAILERS SENT

Communications Metrics



8,098,884
AD IMPRESSIONS



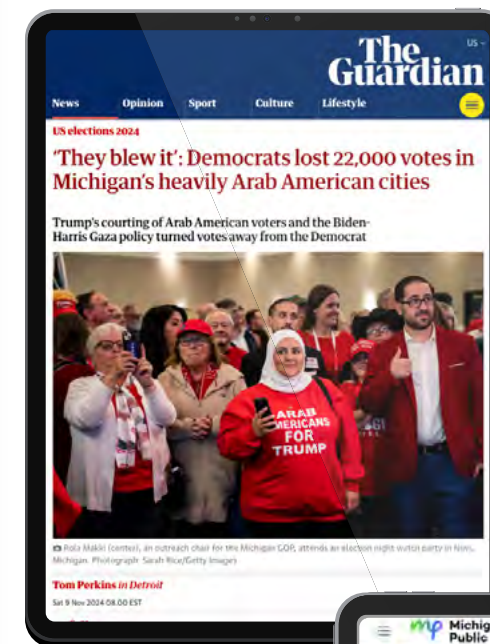
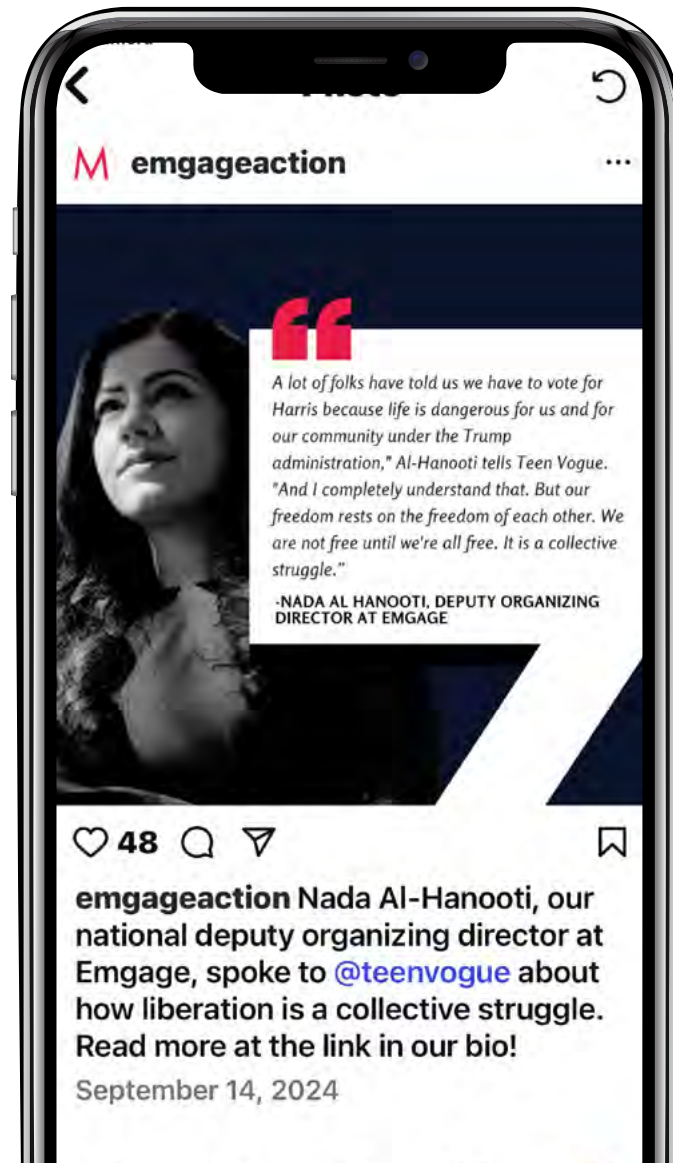
1,402,796
VIDEO COMPLETIONS



65.59%
AVERAGE VIDEO
COMPLETION RATE

EMGAGE IN THE MEDIA

In 2024, Emgage generated **6.82K earned media hits**. The earned media coverage reached a **potential audience of 34.5 billion**. Throughout the year, Emgage staff consistently engaged with the media to advance our commitment to civic engagement and getting out the vote during a critical election year. Through these efforts, Emgage helped galvanize the Muslim American vote, amplifying our collective voice and ensuring that our priorities were at the forefront of the national conversation.



“I think what I’m scared of is us losing more, right? And the more people leave, the more we lose more [of Palestine],” Al-Hanooti said. “But I’m saying this living in the suburbs of Dearborn, where I’m safe.”

Michigan Public March 7, 2024



Million Muslim Votes

We re-launched the Million Muslim Votes campaign for the 2024 elections to continue building Muslim voter power across the country.

In 2020, the campaign helped drive a historic turnout, with 1,087,086 registered Muslim voters casting ballots in 12 target states. For 2024, the campaign sought to expand reach and deep engagement in key states, including California, New York, and Arizona.

The campaign has focused on turning out voters in elections at all levels, and currently includes national partners such as MPAC, along with over 70 state and local grassroots organizations.

The Muslim American community is an indelible part of the fabric of this country. We are a powerful voting and social bloc, and it is crucial that we all participate in our democracy to keep it strong and vibrant.



Our Million Muslim Votes 2024 launch at Ammoora Restaurant was an unforgettable evening of unity, inspiration, and purpose.

Surrounded by passionate community leaders, organizers, and advocates, we came together not just to celebrate our progress but to energize one another for the work ahead.

The atmosphere was electric—conversations were filled with hope, determination, and a shared vision for a future where Muslim voices shape the political landscape.

Guests engaged in meaningful discussions about the power of our vote, the urgent

issues facing our communities, and the importance of mobilizing every eligible voter.

Building on the success of 2020, where we made history with record-breaking Muslim voter turnout, this event reaffirmed our commitment to going even bigger in 2024. From the powerful speeches to the heartfelt personal stories shared, every moment underscored why our voices—and our votes—matter more than ever.

Honoring the Legacy of Black Muslims

Emgage proudly hosted its fifth annual **Honoring the Legacy of Black Muslims Town Hall**, a powerful Black History Month gathering that celebrated the enduring contributions of Black Muslims to American life. From shaping civil rights policy and advancing equity in government to leading in neuroscience and community healing, Black Muslims have long stood at the forefront of progress.

This year's event featured five extraordinary leaders—Dr. Alia Ammar, Mayor Nadia Mohamed, Raheemah Abdulaleem, Rep. Lateefah Simon, and Dr. Quaiser Abdullah—who shared personal reflections on their journeys and the legacy they carry forward. From the courtroom to Congress, from classrooms to city halls, their stories underscored the vital role of Black Muslims in shaping a more just and inclusive America. As we honor the past, we also look to the future—one where Black Muslim leadership continues to drive change across every sector of society.



Black History Month Breakfast on the Hill

Emgage hosted our first **Black History Month Breakfast on the Hill**, featuring Rahmah Abdulaleem, Executive Director of Soulful Muslims, and Congressman Maxwell Frost. This inspiring gathering honored the rich legacy of Black leadership, resilience, and contributions within the Muslim community, fostering meaningful dialogue on unity, diversity, and the path forward.



Data to Power: Elevating Muslim Voices in the 2024 Election



Read the full report on the ISPU website

In 2024, we helped conduct a groundbreaking study that reshaped the political conversation and highlighted the power of Muslim voters in influencing the nation's future.

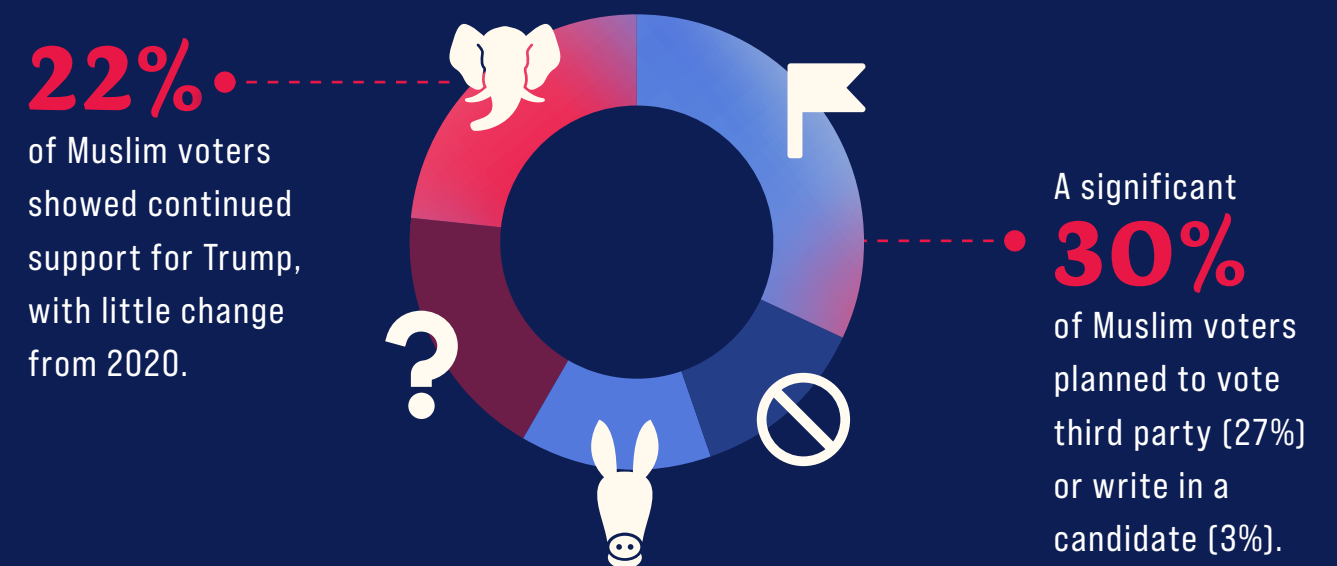
This pivotal research, conducted by Emgage in partnership with the Institute for Social Policy and Understanding (ISPU) and Change Research, culminated in the report "Winning Muslim Votes: A Policy Priority Analysis in Swing States." It provided critical insights into the issues that mattered most to Muslim communities as the nation prepared for the 2024 elections.

The findings of the report revealed urgent concerns among Muslim voters in key swing states such as Georgia, Pennsylvania, and Michigan. The violence in Gaza and the pervasive issue of Islamophobia emerged as top priorities. These results were not mere statistics—they became a rallying cry that shaped candidate platforms and mobilized our community to demand action.

1 The Shift in Support for Biden



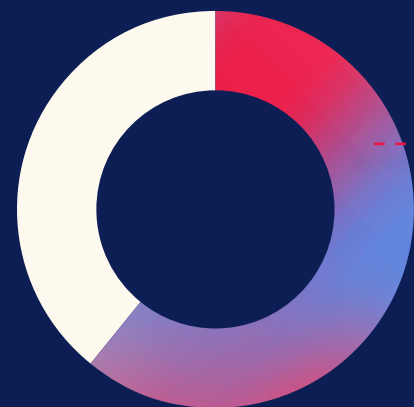
The study revealed a dramatic shift in voter sentiment, which influenced how candidates approached our community:



This data underscored the importance of earning Muslim support. It became clear to all lawmakers that Muslim voters could not be taken for granted.

2 The War in Gaza: The Defining Issue

The violence in Gaza was the dominant concern among Muslim voters and catalyzed widespread engagement:



• **61%**

of all surveyed Muslims ranked Gaza as their top policy priority, a consensus that transcended age, gender, nativity, political affiliation, and race.

For Muslim swing voters—those who planned to vote third party, write in a candidate, remain undecided, or abstain from voting—the significance was even more pronounced.



71%

of these voters cited Gaza as the primary issue guiding their choice.

Among Biden's 2020 Muslim supporters who no longer planned to vote for him,

• **67%**

identified Gaza as their top concern, with no other issue coming close.

This report was more than an analysis—it was a catalyst for action.

We used its findings to engage with political leaders, advocate for policy changes, and ensure that the voices of Muslim voters were not only heard but respected. The report also inspired grassroots mobilization within our community, empowering Muslim voters to make informed decisions and solidify their role as a decisive demographic in one of the most consequential elections in history.

Through this effort, we demonstrated the undeniable influence of Muslim voters and underscored the need for political leaders to address our community's priorities. This pivotal work reshaped political engagement and left a lasting impact on the electoral process.





California

At the inaugural Southern California Muslim Civic Table, the Emgage California team forged meaningful connections within the community, laying the groundwork to strengthen Muslim political power and tackle key challenges leading up to the 2024 elections. This gathering marked a crucial step in uniting voices, fostering civic engagement, and ensuring greater representation in the democratic process.



Emgage's California Team geared up to get out the vote in Southern California prior to the 2024 presidential election.



Get Out The Vote Summary

 **19,045**
PHONE CALLS

 **604**
DOORS KNOCKED



Florida

Emgage Florida participated in a community convening at Coral Springs City Hall, bringing together local leaders, advocates, and community members to confront recent incidents of Islamophobia. This critical discussion fostered greater understanding, collaboration, and actionable solutions to combat discrimination in our communities.



Our team hosted a Community Forum at the Foundation of South Florida in Sunrise, Florida, bringing together community leaders, advocates, and residents for meaningful discussions on civic engagement and policy issues. This gathering fostered dialogue, collaboration, and a shared commitment to empowering our communities through education and participation.

At the Ramadan and Eid Iftar Dinner hosted by the Foundation of South Florida in Sunrise, Florida, we engaged with community members through tabling. This gathering was a beautiful celebration of faith and the power of community-driven change.



Get Out The Vote Summary

 **55,166**
PHONE CALLS

 **50,280**
TEXTS

 **1,691**
DOORS KNOCKED

 **1,005**
VOTER REGISTRATIONS

At the South Florida Eid Festival, Emgage Florida connected with community members to celebrate the holiday and share information about civic participation. The event offered an opportunity to listen, engage, and highlight the importance of staying informed and involved in local and national issues.



Our team worked with the League of Women Voters (LWV) and Florida Asian Americans & Pacific Islanders for Progress (FLAAPP) to distribute election information and a Directory of Elected Officials at Broward College, local neighborhoods, Masjid Darul Uloom, and Masjid Muttaqueen in Pembroke Pines, Florida. This collaborative effort aimed to equip community members with essential voter resources, encourage civic engagement, and ensure that every voice is heard in the democratic process.

At the 2024 COSMOS Community Appreciation Dinner, Emgage Florida hosted Georgetown Professor John Esposito for a conversation with elected officials. The event focused on interfaith understanding and the importance of engaging diverse perspectives in public life.



Michigan

Emgage Michigan kicked off 2024 with a strong start, actively engaging the community through canvassing efforts and equipping residents with essential information about their voting rights.



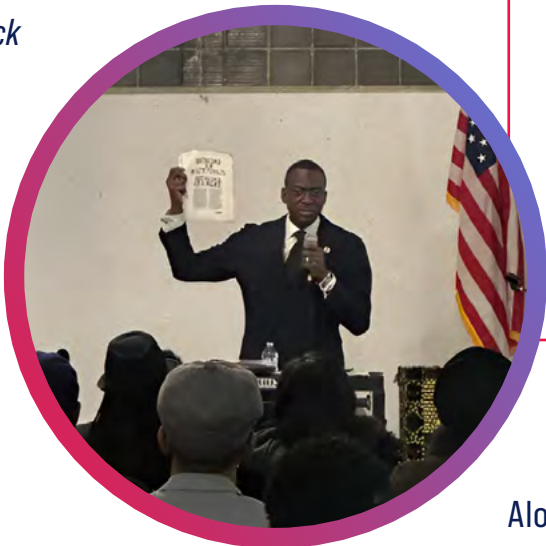
Governor Whitmer joined leaders and members of the Arab American and Muslim community to discuss the devastating impact of the ongoing crisis affecting Palestinian and Lebanese families, both abroad and in Michigan. The conversation addressed the deep anguish over civilian casualties, the humanitarian emergency, and the trauma felt by community members who have long felt unheard and neglected.

Emgage Michigan had the honor of hosting its Civic Table meeting with Dr. Cornel West, fostering a powerful and thought-provoking dialogue on civic engagement, justice, and community empowerment.



Lonnie Ali, wife of the late Muhammad Ali, delivered a powerful speech at the Emgage Michigan co-sponsored *Muslim Vote Fest* in Detroit, inspiring attendees with her message on civic engagement and the importance of mobilizing the Muslim vote.

Emgage Michigan hosted a *Black History Month* event featuring New York City Council member Yousef Salaam, highlighting the resilience, contributions, and leadership of Black Muslims in civic life and the ongoing fight for justice and equity.



Get Out The Vote Summary

99,724
PHONE CALLS

365,057
TEXTS

26,562
DOORS KNOCKED

82,000
MAILERS SENT

Alongside its table partners, Emgage Michigan held a press conference in support of the Michigan Voting Rights Act, joining State Senators Stephanie Chang, Jeremy Moss, and Darrin Camilleri (not pictured). This event underscored the collective commitment to protecting and expanding voting rights, ensuring that every voice in Michigan's diverse communities is heard and represented.



New York

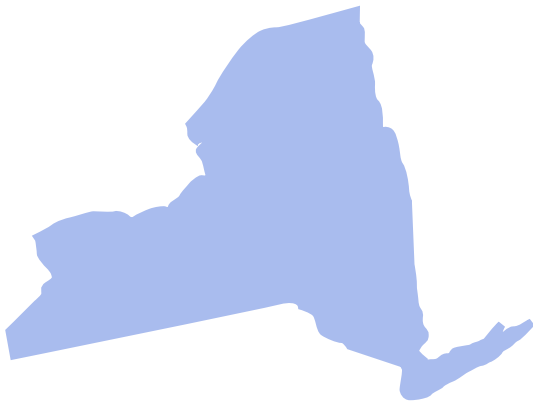


The New York Metro team, led by Executive Director Heba Khalil, alongside Senior Advisor Dr. Debbie Almontaser, Husein Yatabarry from the Muslim Community Network (MCN), the three Puerto Rican Imams, and a dedicated group of volunteers, participated in a food giveaway at the Centro Islamico del Caribe-Masjed Ebadulrahman during the SOMOS 2024 conference.

Emgage New York Metro proudly hosted political commentator Mehdi Hasan for a night with the community. During this impactful event, we discussed the importance of political engagement, voter mobilization, and the power of the Muslim vote in shaping our democracy ahead of the 2024 June Primary and the November general elections.



The Muslim Center of Greater Princeton, in partnership with Emgage New York Metro, hosted a Know Your Rights panel focused on schools and the rise of Islamophobia. Attendees had the opportunity to hear from esteemed panelists, including Philip R. Sellinger, U.S. Attorney for the District of New Jersey, who provided valuable insights on legal protections.



Muslim Community for the Muslim Vote event, hosted by Emgage and the New York Muslim Civic Table, to discuss the stakes of the upcoming November general election. Among the participants were members of the New York Metro Chapter team, including Executive Director Heba Khalil, Senior Advisor Dr. Debbie Almontaser, Chapter Fellow Aleena Zirvi, and Emgage Organizing Deputy Director Nada Al-Hanooti.

During the 2024 New York Legislative Caucus Weekend in Albany—a key annual convening of elected officials, caucus participants from across New York State, members of the Muslim community, and others—the New York Metro Team addressed attendees on the role of Muslim New Yorkers in government. For the first time, the Chapter led expert panels on the policy priorities and issues impacting Muslim communities, including representation in governance, the rise in hate crimes, and key legislative concerns in 2024.



**Get Out
The Vote
Summary**



99,724
PHONE CALLS



300,000
TEXTS

Pennsylvania



The Philadelphia City Hall Iftar Dinner, co-sponsored by Emgage Pennsylvania, brought together community leaders, elected officials, and advocates to celebrate the spirit of Ramadan while emphasizing the importance of civic engagement and interfaith unity. Emgage Pennsylvania Executive Director Salima Suswell addressed the gathering, highlighting the importance of uplifting communities and driving meaningful change.

Dr. Cornel West joined community members for an inspiring meet and greet hosted by Emgage Pennsylvania, sparking meaningful conversations on justice and civic engagement. His thought-provoking insights underscored the vital role of grassroots organizing in shaping a more equitable future.



At Lebanon Valley Mosque, community members gathered for the “Advancing Community Through Civic Engagement” workshop, hosted by Emgage Pennsylvania. The event fostered dialogue on the importance of political participation, advocacy, and community empowerment. Attendees explored ways to amplify their voices, navigate civic processes, and drive change at both local and national levels. Together, we will continue building a stronger, more engaged community.

Get Out The Vote Summary

82,857
PHONE CALLS

607,823
TEXTS

58,559
DOORS KNOCKED



Muslim Day at City Hall brought together Councilman Curtis Jones, Jr., CAIR Philly leaders, and community members in a powerful space for dialogue, representation, and civic engagement. Co-hosted by Emgage Pennsylvania, the event underscored the importance of Muslim American voices in local governance and policy making.

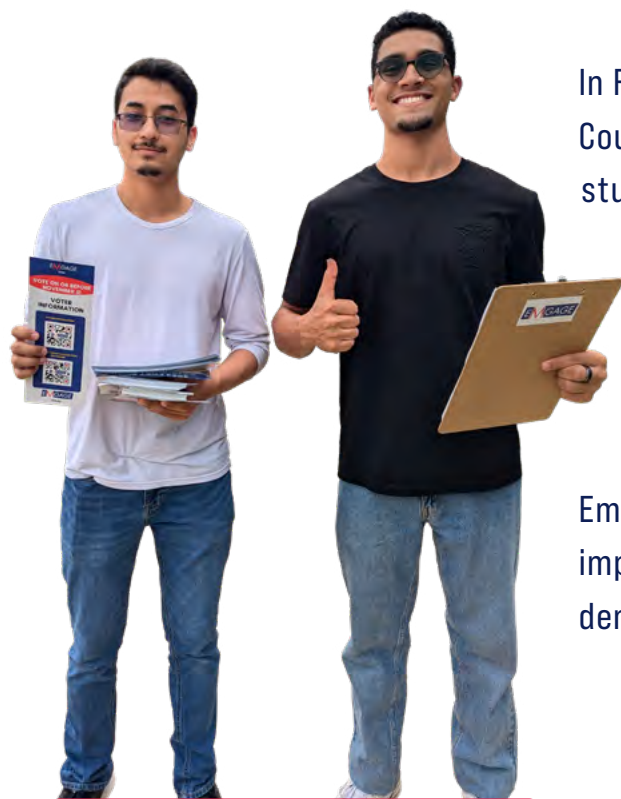


Emgage Pennsylvania hosted a Civic Education Workshop at the Islamic Society of Chester County, equipping community members with the knowledge and tools to engage in the democratic process. Through meaningful discussions, we highlighted the importance of voting and civic responsibility.

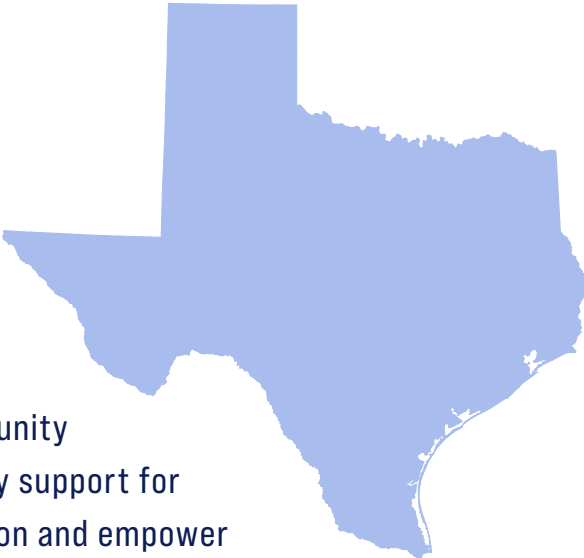


Laila Duncan, Emgage Pennsylvania Organizing Associate, and a dedicated canvassing team hit the streets of West Philadelphia, knocked on doors to engage with community members, share vital voting information, and encourage civic participation. Grassroots efforts like these are the foundation of our mission—to empower communities, amplify voices, and ensure every vote counts.

Texas



In Fort Bend County, a dynamic student-led block walk brought together community members to rally support for voter participation and empower the next generation of civic leaders. Emgage Texas proudly joined this effort, reinforcing the importance of grassroots engagement in strengthening democratic participation.



Get Out The Vote Summary

 **262,428**
PHONE CALLS

 **310,766**
TEXTS

 **10,115**
DOORS KNOCKED

 **52,890**
MAILERS SENT



The American Mosaic Festival at the Chinese Community Center brought together a vibrant community resource fair, connecting new Americans with essential services while celebrating Houston's rich cultural diversity. Co-hosted by Emgage Texas, the event featured captivating performances and artistic showcases, highlighting the many cultures that contribute to the city's lively mosaic.



Centered around the theme *'Rooted in Resilience: Growing Stronger as a Community,'* the Emgage Texas gala was a powerful testament to our collective strength, unity, and commitment to progress. With keynote speaker Mehdi Hasan, the event brought together over 250 attendees for meaningful discussions on the challenges facing our community and the vital role of organizations that uplift the voices of Muslim Americans every day.



Emgage Texas hosted a dynamic young professionals event aimed at recruiting and engaging the next generation of leaders. Through this initiative, we connected young voters with our Emerging Leaders Program and voter outreach efforts, empowering them to drive civic engagement and make a lasting impact in their communities.



Virginia



In January, Emgage Virginia proudly partnered with the ADAMS Center for a powerful event featuring renowned political analyst Sami Hamdi and community leader Saad Yaqub. Together, we explored global justice, U.S. policy, and what it means for Muslim civic engagement in 2024.

HALAL





happenings

DISCUSSION ON MODERN GENDER WARS

Wednesday Nights at Minara

march 27th at 10:30 pm







OMAR NASSIMI YASMIN ELHADY MOHAMED GULA

Join us in fostering understanding as we reflect on modern gender wars and the role they can play in a Muslim American context. We are so excited to welcome Brother Omar Nassimi and Sister Yasmin Elhady alongside Mohamed Gula this week! Let's stay well-informed and work towards positive change together!

DAR AL HIJRAH ISLAMIC CENTER
3159 ROW ST, FALLS CHURCH, VA 22044

@MINARAATDAH

As part of our "Halal Happenings" series with Dar Al-Hijrah, Emgage Virginia led two engaging community discussions on voting, the Uncommitted movement, and grassroots organizing. These events connected faith with political action—and helped energize our base ahead of a critical election year.



Get Out The Vote Summary

 **23,538**
PHONE CALLS

 **505,328**
TEXTS

 **18,311**
DOORS KNOCKED

Emgage Virginia co-organized and co-sponsored the first-ever DMV Suhoor Night—an unforgettable gathering of over 6,000 attendees during Ramadan. With Emgage logos featured throughout and our team on-site, we were proud to help build a space of unity, culture, and mobilization during the holy month.

MUSLIM CIVIC TABLE

**Building Power. Advancing Justice.
Strengthening Communities.**

The Muslim Civic Table is a national initiative launched to strengthen and connect Muslim nonprofit organizations, advocates, and leaders. It serves as a central space to build relationships, align priorities, and coordinate efforts that support civic participation and long-term impact.

Through the Civic Table, Emgage and its partners work to address shared challenges, support policy advocacy, and strengthen Muslim civic infrastructure across the country.



Mohamed Gula, Emgage's National Organizing Director, spoke during the annual strategic planning session with New York Muslim Civic Table partners. Together, they outlined 2024 priorities, focusing on representation, addressing Islamophobia, and strengthening coalitions.

Key Focus Areas

Strengthening Networks
Connecting organizations and leaders to foster collaboration, share resources, and build long-term strategic partnerships.

Advancing Justice & Opportunity
Supporting advocacy for policies that promote equity, justice, and expanded access to opportunity.

Civic Engagement & Education
Offering training, resources, and programs that equip communities to engage in democratic processes at every level.

Statewide Collaboration
Establishing and supporting state-based tables that mobilize local communities and coordinate efforts to create systemic change.

The Muslim Civic Table reflects a broader commitment to meaningful civic engagement, sustained coalition-building, and a more just and inclusive democracy.

Civic Table Partners



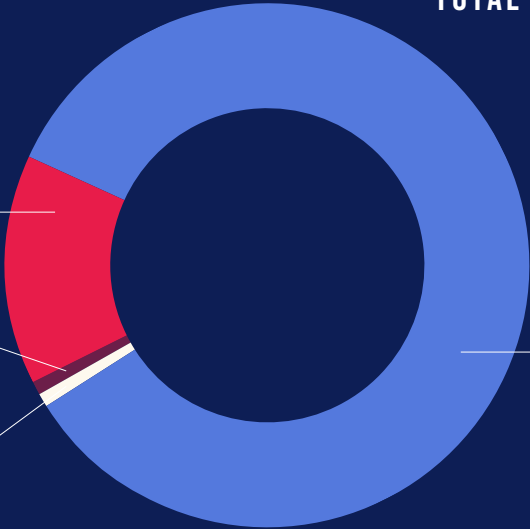
FINANCIAL REPORT

C3 INCOME

INDIVIDUAL CONTRIBUTIONS
\$575,047.16

IN KIND DONATIONS
\$26,289.23

OTHER INCOME
\$31,838.68



TOTAL C3 INCOME: \$4,052,681.62

GRANTS
\$3,419,506.55

C3 EXPENSES

RE-GRANTS
\$623,004

FUNDRAISING
\$135,894.68

ADMINISTRATIVE
\$194,702.22



TOTAL C3 EXPENSES: \$4,423,339.78

PROGRAM
\$3,289,738.78

FUNDERS

Thank you to our generous funders who make this work possible:



EMGAGE

Contact

P.O. Box 228
Kathleen, FL 33849-0228
United States



info@emgageusa.org



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