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A FEW WORDS FROM OUR LEADERS

**Trailblazer. Neutral convener.
Groundbreaking. Important.
Relevant. A thought leader.
Cutting edge. Provides hope.**

These are just some of the ways ISPU has been described by our beneficiaries, partners and supporters. I would add another word, necessary. With anti-Muslim rhetoric ramping up throughout the election cycle and day to day challenges continuing to affect the American Muslim community's ability to thrive, ISPU's work is now more crucial than ever.

The year 2015 was a transformational one for ISPU. Having strategically taken stock of the successes and challenges of our first decade, we set our sights on the future. In essence, we set about creating ISPU 2.0. While we stayed true to our roots in our desire to create a vibrant and truly pluralistic America through the

conducting and sharing of original research, we adapted our focus and strategies to meet the challenges of the day. Today, ISPU's research educates, inspires action, identifies solutions, builds bridges between communities and community members and catalyzes positive change. In this way, today's ISPU 2.0 is laying the groundwork for tomorrow.

We are already starting to see the fruits of this labor. In 2015, we worked with nearly 150 leaders and partner organizations to find ways to combat anti-Muslim bigotry through our Islamophobia 2050 project. And, in order to support healthy youth development, we convened a brain trust of experts to find solutions to the daily challenges facing young Muslims, publishing a series of reports aimed at supporting what we call Generation 9/11. We also pioneered our first debate. With standing room

only, the debate brought civil discourse to a divisive topic.

ISPU 2.0 builds on the successes of our first decade while adapting to very real challenges. Our revised mission reflects our commitment to see research make a positive impact. Our updated values make collaboration a cherished principle. Our new strategy ensures that we share what we learn from our research with a mass audience as well as use it to enable our partners in their own work.

Our growing team is more committed than ever to working towards our one overarching goal - to conduct objective, solution seeking research that empowers American Muslims to further community development and fully contribute to democracy and pluralism in the United States. We are glad you are with us on this journey!

Sincerely,



MEIRA NEGAZ
Executive Director



ILTEFAT HAMZAVI
Board Chair

our VISION

ISPU's vision is a vibrant and truly pluralistic America, where Muslims are strong and equal participants.

“GREAT INITIATIVE LED BY EXCEPTIONAL PROFESSIONALS.”
- IYAD ALNACHEF, SUPPORTER

our MISSION

ISPU conducts objective, solution seeking research that empowers American Muslims to develop their community and fully contribute to pluralism and democracy in the United States.

our VALUES

- **Collaborative:** We actively seek to work with, not in competition against, others in the field.
- **Actionable:** We conduct research to find solutions that are realistic and implementable.
- **Rigorous:** We conduct research that is objective, thorough and evidence-based.
- **Responsive:** We conduct research on what is relevant to the American Muslim Community.
- **Visionary:** We continuously look for emerging challenges and opportunities.
- **Excellence:** We hold quality and professionalism as key throughout all that we do.



OUR PROGRAMS

SOCIAL POLICY:
EMPOWERING COMMUNITY DEVELOPMENT

PUBLIC POLICY:
MAXIMIZING PARTICIPATION

THOUGHT LEADERSHIP:
INSPIRING INNOVATION

TO ADDRESS THESE CHALLENGES, WE:

DISCOVER

By conducting research that generates data or uncovers successful strategies and practices. Our research is solution oriented, so that in response to the very real challenges of today, we provide roadmaps for positive change into the future.

EDUCATE

By bringing our research to a wide array of audiences in person and through mass media.

ENABLE

By collaborating with a diverse set of partners who use our research to plan, strategize and improve policies and practice.

SOCIAL POLICY:

EMPOWERING COMMUNITY DEVELOPMENT

Toni Morrison once reflected that, “the function, the very serious function of racism is distraction. It keeps you from doing your work. It keeps you explaining over and over again, your reason for being.” As the Muslim community is increasingly affected by external pressures imposed in a post 9/11 world, resources are understandably diverted towards combatting anti-Muslim rhetoric and racism generally and fighting for civil liberties.

Yet, day-to-day pressures continue to affect American Muslims’ ability to thrive. ISPU’s social policy research examines these day-to-day challenges, providing case studies, data and actionable recommendations in order to catalyze community development and build capacity.

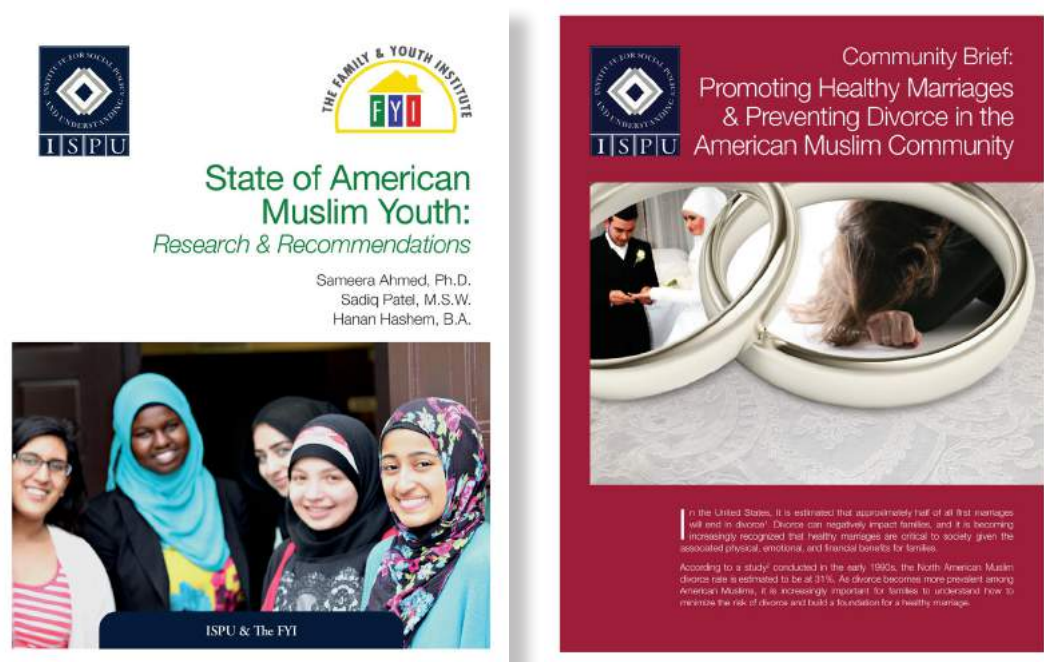
WITH YOUR SUPPORT IN 2015, ISPU...

FAMILY AND WELLNESS

- Published and shared “State of American Muslim Youth: Research and Recommendations”. Written in conjunction with the Family and Youth Institute (FYI), this research looked at American Muslim Youth with regards to development, risk factors and challenges to underserved youth, while providing actionable recommendations to those supporting future generations.
- Hosted the So What, Now What Youth Convening. (See project spotlight)
- Educated community members and enabled community leaders by sharing our research on promoting healthy marriage and preventing divorce in diverse venues from California to Maryland, and through mass media, such as Radio Islam.

COMMUNITY CAPACITY BUILDING

- Brought together 45 community leaders for a capacity building training on organizing and public speaking delivered by Marshall Ganz, of Harvard’s Kennedy School of Government, the man credited with devising President Obama’s successful grassroots organizing model. As one participant remarked, “this training changed my life.”
- Embarked on the Reimagining Muslim Spaces project, a three-year effort that aims to build community capacity through increasing effectiveness and inclusivity in religious spaces.



SOCIAL POLICY PROJECT SPOTLIGHT: GENERATION 9/11

Today, there is a generation of young Americans that have only known a post 9/11 world. American Muslim youth not only face the daily pressures of being young in America, they also endure regular attacks on their identity. With the aim of promoting healthy youth development, ISPU's *So What, Now What Convening* brought together experts to take stock of existing research and translate what we know into actionable recommendations for mosque leaders, youth directors, parents, and non-profits.

DISCOVER

Our Discover phase brought together a brain trust of more than 30 community leaders to problem solve. Together, they examined five pressing challenges facing American Muslim youth, including online safety, religious literacy, racial inclusivity, substance abuse and supporting young converts.

The two day convening brought together leaders in the social sciences, youth programming specialists, faith and inspiration leaders, and mental health practitioners to discuss the latest findings on American Muslim youth and to share their collective best practices.

EDUCATE

In order to raise awareness, we shared our research and recommendations with audiences from coast to coast. The entire series of five publications will be published online in 2016.



“WE HAD A PRESENTATION ABOUT THE [YOUTH] RESEARCH BACK IN OCTOBER AND THAT INITIATED THE DISCUSSION. IT ALLOWED THE YOUTH COUNCIL AND THE LEADERS IN THE COMMUNITY TO TAKE A MUCH MORE SERIOUS APPROACH TO THESE VERY REAL PROBLEMS.”

— NILAMUDEEN, MCA

ENABLE

Through targeted sharing with community leaders, we have enabled them to use our recommendations in their own work, catalyzing important conversations and providing solutions to the challenges facing today's American Muslim youth and those who support them.



MAXIMIZING PARTICIPATION

Half of Americans do not know a Muslim personally. So, much of what they know comes from media, where 80% of media coverage about Muslims and Islam is negative. By late 2015, roughly 1 out of 5 American Muslims said they had experienced regular religious discrimination. ISPU's public policy research examines the structural barriers that hinder the American Muslim community from full inclusion and participation. The findings provide policy makers, the media, non-profit leaders and the general public with an accurate understanding of the American Muslim community, while building allies and identifying common challenges and solutions.

WITH YOUR SUPPORT IN 2015, ISPU...

AMERICAN PLURALISM

- Published and widely shared the Islamophobia: A Threat to All series (see project spotlight)
- Launched the American Muslim Poll project, which will provide an evidence-based portrait of the American Muslim community through a representative survey of four American faith groups.

MUSLIM CONTRIBUTIONS

- Launched the one-year American Muslims and Elections 2016 (AME) project which aims to increase American Muslims' political participation in the 2016 elections and beyond.
- Launched the two-year Muslims for American Progress (MAP) project, which is rigorously quantifying the contributions of American Muslims in seven issue areas, using the state of Michigan as an illustrative case study.

"ISPU'S ISLAMOPHOBIA WORK IS POWERFUL. I USE IT ALL THE TIME IN MY WORK ORGANIZING FOR SOCIAL JUSTICE. SINCE HEARING ABOUT THE RESEARCH, THAT SHOWED THE INTERSECTIONALITY BETWEEN ANTI-MUSLIM BIGOTRY AND OTHER TYPES OF BIGOTRY, WE HAVE CONDUCTED MORE THAN 50 TRAININGS TO BUILD COALITIONS. AND IT WORKS!"

- **MANZOOR CHEEMA,**
MOVEMENT TO END RACISM AND ISLAMOPHOBIA

PUBLIC POLICY PROJECT SPOTLIGHT: ISLAMOPHOBIA: A THREAT TO ALL

By the year 2050, America will become a nation without a specific ethnic or racial majority. While some welcome this growing diversity, others see it as a demographic threat and are working to broadly erode the rights of several historically marginalized and minority groups, including American Muslims. ISPU's Islamophobia: A Threat to All series examines past and present bigotry and seeks ways to combat it.



“THE (MANUFACTURING BIGOTRY) WORK IS CUTTING EDGE, PART OF A LARGER STRATEGY, A FANTASTIC PIECE OF WORK THAT CONNECTED THE COMMUNITY AND PEOPLE THAT DID NOT KNOW THEY HAVE THINGS IN COMMON.”

- PARTNER ORGANIZATION

DISCOVER

Our three part discover phase examined the historical context of bigotry in the United States, combed through state by state legislation to uncover overlaps in anti-Muslim sentiment with other types of bigotry, and sought ways to combat anti-Muslim sentiment through coalition building. What we found is that Islamophobia is indeed, a threat to all.

EDUCATE

In order to raise awareness, we engaged audiences from coast to coast, and published op-eds. We also broadly shared our legislative map, a tool that can be used to learn about state-level legislation aimed at restricting the rights of many Americans.

ENABLE

Most importantly, we enabled activists, advocates, non-profits, philanthropists and community leaders to use our research in their own work. Through four convenings, we brought together nearly 150 change makers to strategize more effective ways to combat Islamophobia and inspire greater collaboration, based on our findings.

THOUGHT LEADERSHIP:

INSPIRING INNOVATION

Civil discourse. Respectful debate. Out of the box thinking. Strategic visioning for a better future. ISPU leverages its own research and our extensive and diverse network of scholars to identify emerging trends and provide visionary analysis of the American Muslim community by offering platforms for open dialogue, producing insightful thought pieces and supporting scholarship.

KEY PROGRAM AREAS

- **PLATFORMS FOR DEBATE**
- **STRATEGIC VISIONING**
- **INFORMING NATIONAL CONVERSATIONS**



WITH YOUR SUPPORT IN 2015, ISPU...

- Organized the ISNA Conference Debate (see project spotlight)
- Preserved the legacy of ISPU's work by accepting an offer from the United States Library of Congress to have our website and all its content archived in the Library's historic public policy internet archive. the Library noted that they considered our website to be an important part of this collection and of the greater historical record.
- Began our engagement with the White House by participating in a historic first-of-its-kind meeting between President Obama and a select group of American Muslims and subsequent opportunities to engage senior Administration staff.
- Wrote and published seven op-eds, some of which were done as collaborations with scholars and leaders such as Dr. John Esposito and Congressman Keith Ellison.
- Took part in Unity Productions Foundation's (UPF) new movie: American Muslims: Facts vs. Fiction.
- Published "(Re)Presenting American Muslims: Broadening the Conversation". With the Al Waleed Islamic Studies Program at Harvard University. This research cites findings from a workshop that brought together American Muslim changemakers to examine key challenges and opportunities within American Muslim communities.
- Took part in a senior level CNN strategy meeting that brought together 80 editorial managers and journalists to have an informed conversation about the Muslim community and how to cover a diverse range of news stories.

“IN 19 YEARS AT ISNA, I HAVE NEVER SEEN A SESSION THAT DREW THAT MANY NATIONAL AND LOCAL COMMUNITY LEADERS.”

- ISNA DEBATE ATTENDEE

PROJECT SPOTLIGHT: ISNA CONFERENCE DEBATE

ISPU held its first debate at the Islamic Society of North America's (ISNA) 2015 national conference. The debate, which focused on the philosophical question of boycott versus engagement with those with whom you don't agree, brought together prominent thinkers on either side of the question with the aim of providing a platform for civil, thoughtful debate on a divisive topic.

With an overflow audience of 250 people, one attendee tweeted, “The biggest takeaway from ISPU debate 2015 is that we can have a civil and open debate within our community.”



LIVE TWITTER FEED #ISPUDEBATE2015



Su'ad Abdul Khabeer @DrSuad · 5 Sep 2015

Real talk. this debate is really about differing visions of what is possible. And we just got to live with that [#ISPUDebate2015](#)



Ingrid Mattson @IngridMattson · 5 Sep 2015

Full house for "debating engagement vs boycotts" [#isna52chicago](#) [#ispudebate2015](#)



Dilshad D. Ali @DilshadDAli · 5 Sep 2015

This is the session to be at so far. All online debate finally discussed in person. [#ISPUDebate2015](#) [#ISNA52Chicago](#)



Linda Sarsour @lsarsour · 5 Sep 2015

Shoutout to [@TheISPU](#) for a great debate on engagement vs. boycott. We need more real & raw conversations like these. [#ISNA52Chicago](#)



Wardah Khalid @YAmericanMuslim · 5 Sep 2015

Thanks [@TheISPU](#) for organizing [#ispudebate2015](#). We need more conversations like this. [#ISNA52Chicago](#)



Shahed Amanullah @shahed · 5 Sep 2015

The biggest takeaway from [#ispudebate2015](#) is that we can have a civil and open debate within our community [#ISNA52Chicago](#)



Zulfiqar Ahmed @babysnoozes · 5 Sep 2015

Debate of the year. [#ispudebate2015](#)

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FINANCIAL SUMMARY

| REVENUE | 2014 (AUDITED) | 2015 (AUDITED) |
|----------------------------------|------------------|--------------------|
| INSTITUTIONAL GRANTS | \$279,056 | \$1,369,000* |
| EVENT / INDIVIDUAL CONTRIBUTIONS | \$446,085 | \$328,046 |
| IN-KIND DONATIONS | \$28,788 | \$17,021 |
| OTHER | \$108 | (14) |
| TOTAL REVENUE | \$754,037 | \$1,714,053 |

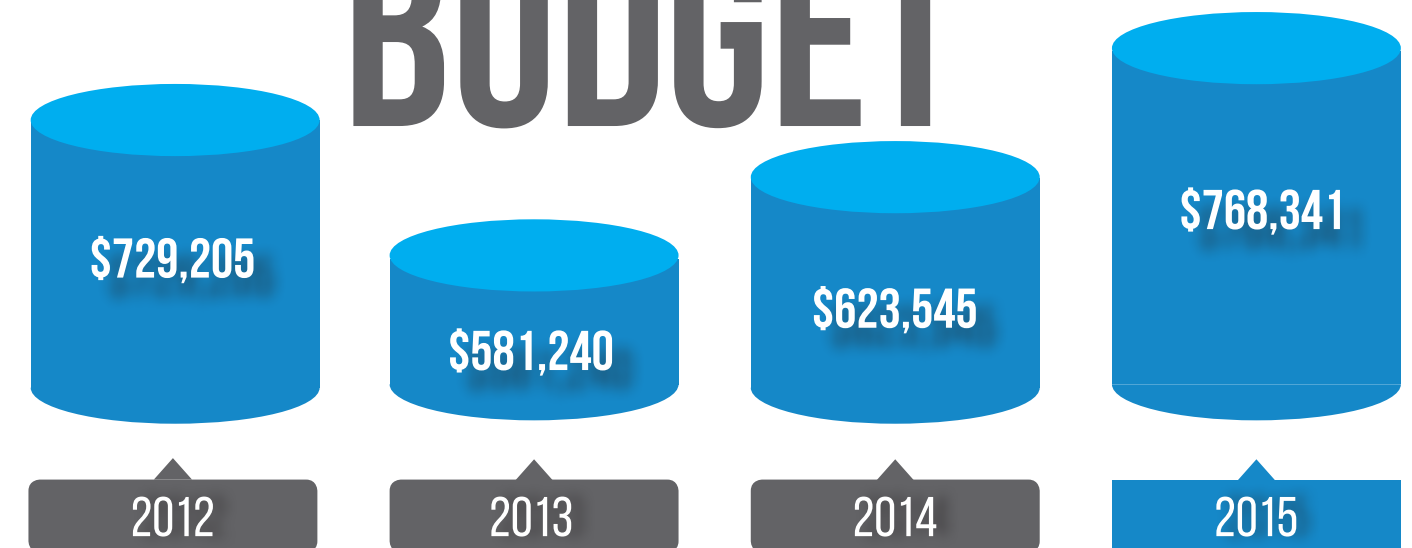
| EXPENSES | 2014 (AUDITED) | 2015 (AUDITED) |
|-----------------------|------------------|------------------|
| PROGRAM / RESEARCH | \$359,624 | \$495,888 |
| FUNDRAISING | \$116,538 | \$152,624 |
| ADMINISTRATION | \$147,383 | \$119,829 |
| TOTAL EXPENSES | \$623,545 | \$768,341 |

| ASSETS | 2014 (AUDITED) | 2015 (AUDITED) |
|--------------------------------|------------------|-------------------|
| NET ASSETS (BEGINNING OF YEAR) | \$485,949 | \$616,441 |
| NET ASSETS (END OF YEAR) | \$616,441 | \$1,562,153* |
| CHANGE IN NET ASSETS | \$130,492 | \$945,712* |

*Please note that this includes multi-year grants that while pledged and thus included in full in 2015's income, they will be expended over a number of years.

ISPU is a 501(c)3 nonprofit organization, Federal Tax ID# 38-3633581. Founded in 2002, ISPU is audited annually. For additional audited financial information, please contact us.

OPERATING BUDGET



THANK YOU TO...

All those individuals and organizations across the nation who made generous financial contributions to support our work in 2015.

All our new supporters who joined our cause in 2015.

The scholars and researchers who tirelessly work to ensure evidence is available and accessible.

Our partners who strengthen our work and use it in their own.

All those who believe in the power of research to make a positive impact - to catalyze community development, to build bridges between communities and inspire forward thinking and problem solving.

THE ISPU TEAM



The ten dedicated men and women who make up ISPU's staff are based out of Washington, DC and Dearborn, MI. A network of 40 experts, fellows and advisors brings a depth of expertise, wisdom and capacity. And, with the support of 14 national board members and 8 advisory board members, ISPU works to catalyze community development, build bridges and inspire problem solving and forward thinking.

STAFF

Meira Neggaz, Executive Director
Farhan Latif, COO and Director of Impact (partial)
Dalia Mogahed, Director of Research
Nadia Ahmed, Director of Finance
Aamina Ahmed, Development & Database Specialist
Sarrah Buageila, Research Project Manager (partial)
Patrick Cates, Senior Communications Officer
Emily France, Development and Administrative Assistant (partial)
Butheina Hamdah, Development Associate
Maryam Jamali, Research Manager (partial)
Iffa Kazi, Senior Development and Research Dissemination Officer
Hana Mattar, Development and Administrative Assistant (partial)

BOARD OF DIRECTORS

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Jamal Ghani, Michigan
Hena Khan, Maryland
Syed Mohiuddin, Illinois
Moheeb Murray, Michigan
Aamir A. Rehman, New York
Afser Shariff, Ohio
Saima Siddiqui, Maryland

NETWORK OF SCHOLARS

Aasim Padela, University of Chicago
Abbas Barzegar, Georgia State University
Abdulkader Sinno, Indiana University
Ahmed Humayun, Georgetown University
ISIS Center
Alejandro Beutel, National Consortium for the Study of Terrorism and Responses to Terrorism (START)
Amal Killawi, The Family and Youth Institute (FYI)
Arsalan Iftikhar, International human rights lawyer and global media commentator
Asifa Quraishi-Landes, University of Wisconsin Law School
Asma Uddin, Center for Islam and Religious Freedom
Ben Herzig, Kendall Psychological Associate
Daniel Hummel, Idaho State University
Engy Abdelkader, Bridge Initiative, Georgetown University
Erik Love, Dickinson College
Hadia Mubarak, University of North Carolina
Hamada Hamid, Assistant Professor of Neurology and of Psychiatry
Haroon Moghul, Internationally recognized expert on Islam, U.S. foreign policy and religious identity
Hassan Abbas, National Defense University's College of International Security Affairs
Hatem Bazian, University of California, Berkeley
John Voll, Center for Muslim-Christian Understanding
Julie Macfarlane, University of Windsor
Faculty of Law
Kathleen Foley, Cornell University's Department of City and Regional Planning
Kristine Ajrouch, Eastern Michigan University
Lance Laird, Boston University School of Medicine
Louay Safi, Scholar of Islam and the Middle East, and advocate of Arab and Muslim American rights
Louise Canikar, Marquette University
Manijeh Daneshpour, University of Minnesota
Omar Ezzeldine, USC Rossier School of Education
Radwan Ziadeh, United States Institute for Peace and John F. Kennedy School of Government at Harvard University
Saaed Khan, Wayne State University
Sahar Aziz, Texas A&M University School of Law
Sameera Ahmed, Wayne State University and Director of The Family and Youth Institute (FYI)
Sikander Shah, LUMS University
SpearIt, Thurgood Marshall School of Law

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LEARN, GIVE, CONNECT

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