

Institute *for* Social Policy and Understanding

Ayear like no other

ANNUAL REPORT 2020

Our mission

ISPU provides objective research and education about American Muslims to support well-informed dialogue and decision-making.

Our vision

At the Institute for Social Policy and Understanding (ISPU), we envision an America where Muslims are thriving and equal.

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

Our research 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

Quality and professionalism are key throughout all that we do.



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Azka Mahmood

ISPU EDUCATOR, REPORT AUTHOR AND COMMUNICATIONS AND OUTREACH DIRECTOR AT CAIR-GA

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"ISPU is a trusted partner
that we frequently refer to, rely
on resources from, and share
in our work. I can't tell you
how many times I tell people
to check out ISPU.org—too
often to count!"

NINA FERNANDO, SHOULDER TO SHOULDER CAMPAIGN

LETTER from the EXECUTIVE DIRECTOR

I sit down to write this, I can't help but notice we're almost exactly one year to the date of the first COVID-induced closures in the United States, marking one full year since our lives changed dramatically overnight. I won't sugarcoat it: 2020 was an incredibly difficult year for all of us, one that we couldn't see coming. One where challenging news and experiences came at us faster and with more intensity than many of us are accustomed to.

Lest we think that issues impacting American Muslims receded into the background during this time, we know from our work that those issues—the ones that ISPU tackles day after day--are front and center and interconnected to the challenges we all faced throughout the year.

We know COVID exposed the fragility of our healthcare system and the inequities impacting so much of our population. With more than a third of Muslims experiencing poverty, the highest percentage of any faith group we measured, we know that these inequities have dire consequences for Muslim communities. We know that Muslims make up a disproportionately high percentage of frontline healthcare workers who were stretched to the max during the pandemic as the country struggled to respond. We know anti-Muslim bigots used COVID-19 as an excuse to spout their hate via social media. And we know the racial injustices that plague our country of course exist in Muslim communities, too.

Throughout 2020, your support helped us Misinformation is now the quickly pivot to changing realities. Your norm and is amplified support allowed us to be responsive to in the mainstream. current needs while keeping our long-term The need for ISPU work on track. has **never been** greater. And 2020 was an incredibly difficult year. because of our But, during a time when everything supporters and shifted around us—ISPU was steady partners, as a rock. That is because of you. Your support empowered us to be there through it all. For that, we're so grateful.

Meira Neggaz

EXECUTIVE DIRECTOR

throughout 2020, we were able to rise to this

challenge, with our work accelerating into new

You believed in us. You invested in our research.

You amplified truth in the halls of Congress,

in the newsrooms of the national media, in

religious spaces and so much more.

the schools where your children study, in your

and critical directions.



Mustafa Ahmed **Board Chair** Florida



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M. Gasby Brown Georgia



Aisha El-Amin Illinois



Reem El Shafaki



Colleen Ezzeddine Michigan



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Marwa Zohdy Vice Chair Illinois

Members of ISPU's 2020 awardwinning Board of **Directors**

"The ISPU board has always been home to passionate individuals who are dynamic, motivated, and deeply committed to the institution's best interests."

> - SAIMA SIDDIQUI, BOARD CHAIR (2017-2018) AND BOARD MEMBER (2008-2020)

CELEBRATING our **AWARD-WINNING BOARD**

center for nonprofit

advancement

In July, we were honored to announce ISPU's board of directors was the recipient of the 2020 Board Leadership Award from the Center for Nonprofit Advancement. This award spotlights outstanding leadership ORD LEADERS, from nonprofit boards of directors, acknowledging

the critical role that boards play in building and sustaining successful organizations.

2020 The award recognizes that a good board ensures their organization is well led, well supported, and responsive to the people and communities it serves. As our Executive Director Meira Neggaz wrote in the announcement, "ISPU's board is all that and more...I am so

excited that these incredible leaders have received this well-deserved recognition. They lead with integrity, serve with passion, and govern with excellence."

In classic ISPU form, we used this opportunity as a

> way to further educate others, creating a board leadership landing page on our website featuring a collection of resources to help inform other boards of directors.

In collaboration with the Center for Nonprofit Advancement, four ISPU board members appeared in the "Best Practice Learning Series" as part of the award process.

What we DISCOVERED

Through rigorous, unique, and responsive research, ISPU discovers the facts that underpin strengthened communities, public policy, and building understanding between people.

ISPU begins every January with a carefully planned out year, with every month, week, and day accounted for in our research project planning. This year was no exception, and we kicked off 2020 with a full calendar of projects, including our fifth annual American Muslim Poll, a landmark publication planned to go public just before a critical election. Enter the onset of the COVID-19 pandemic and ongoing uprisings calling for racial equity. Circumstances changed quickly in 2020, but we continued our planned

work and added new research projects and learning opportunities that harnessed the opportunity to inform the moment we were all living through.

MEASURING THE PULSE OF A COMMUNITY AT A CROSSROADS

American Muslim Poll: Amid Pandemic and Protest, our fifth nationally representative survey of faith and non-faith groups, was fielded between March 17 and April 22, the first four weeks of closures due to the COVID-19 pandemic, as American life

Dr. Aasim Padela

ISPU SCHOLAR

FEATURED SCHOLAR FOR WISDOM WEDNESDAY WEBINAR ON APRIL 22

shifted dramatically. Over the last half-decade, these studies have served both to educate the wider society about their Muslim neighbors and to inform Muslims themselves about the strengths and struggles within their communities. This year, we dove deep into issues of civic engagement, Islamophobia and discrimination, and political coalition building. Our results, published on October 1, were perfectly positioned to inform the work of advocates and allies working to get out the vote during a critical election, as well as journalists covering Muslim communities, and so many other change agents.

DOCUMENTING SERVICE

Beginning in April, we kicked off a new project collecting data on Muslim responses to the COVID-19 pandemic. *Community in the Time of Corona: Documenting American Muslim Responses to the COVID-19 Pandemic* uses interactive mapping, stories, photos, and deep

FOCUS ON

MUSLIM HEALTHCARE WORKERS



Muslim New Yorkers comprise more than 9% of the city's *medical doctors* and more than 12% of the state's *pharmacists*.



In New York City, one of the epicenters of the American COVID-19 crisis, Muslim doctors see over 5 million patients, and Muslim pharmacists fill close to 9.6 million prescriptions per year.



In Michigan, while Muslims represent just 2.75% of Michigan's total population, they make up more than 15% of the state's licensed medical doctors, providing 1.6 million appointments to patients and filling 15 million retail drug prescriptions per year.

From ISPU's Muslims for American Progress reports

FIVE FACTS FROM OUR FIFTH AMERICAN MUSLIM POLL

The number of unregistered Muslim voters has **dropped by half** since 2016, from 39% to 21%.

Muslims and Jews are the most likely groups to experience religious discrimination (60% of Muslims and 58% of Jews, compared with 26% of Catholics, 29% of Protestants, 43% of white Evangelicals, 27% of non-affiliated Americans, and 33% of the general public).

Muslims uniquely experience *institutional* religious discrimination, including at the airport (44% of Muslims vs. 2% of Jews and 5% of the general public); when applying for a job (33% of Muslims vs. 5% of Jews and 8% of the general public); when interacting with law enforcement (31% of Muslims vs. 2% of Jews and 8% of the general public); and when receiving healthcare (25% vs. 5% Jews and the general public).

Muslims are the most likely faith group measured to support their faith group building political coalitions with *Black Lives Matter*.

Muslims are among the most likely of all faith and non-faith groups measured to have attended a **town hall meeting** in the last year.



Imam Dawud Walid

EXECUTIVE DIRECTOR AT CAIR-MI

PANELIST FOR GETTING RACE RIGHT WEBINAR ON JUNE 22

dives showcasing how Muslims responded to the pandemic as it washed across our country. Published with the help of a coalition of partners, this report includes a quantitative measurement of service in each state, collected via survey and including everything from providing healthcare workers with mental health support to donating funds to meet the basic needs of families hardest hit by the crisis. This ongoing project will include a second phase in 2021 highlighting Muslim experiences one year into the pandemic.

We informed our networks on the variety of challenges posed by COVID-19 in a new toolkit centralizing our resources on caring for aging adults, addressing social challenges exacerbated by physical distancing (including domestic abuse and poverty), protecting mental health, supporting educators, and more.

INFORMING IMPORTANT CONVERSATIONS ON RACE

As the pandemic raged across America during the summer, another movement extended across the country, uniting millions in a call for justice. Long overdue calls for racial equity erupted following George Floyd's murder by a police officer in Minneapolis in May. We know from our research that Muslims who are Black experience the systemic racism that all Black Americans face, in addition to the religious discrimination faced by many American Muslims.

We created digital toolkits highlighting our research on racism and Black Muslim experiences and responses and Black Muslim experiences more broadly to help inform conversations happening across the country.

EVIDENCE-DRIVEN TOOLS FOR COMMUNITIES

During a critical election and census year, we had much to offer civic engagement organizations working to get out the vote and others looking to better understand Muslim political and civic engagement. We published a case study highlighting the work of a group of engaged Virginians looking to increase Muslim representation in politics and increase civic engagement, offering researched-backed strategies for effective political participation. We partnered with Yageen Institute to publish a policymakers' briefing book, a collection of resources and insights for communities and individuals to use to educate policymakers in their cities and states and advocate for their communities. We continued our partnership with Yageen with the publication of two ISPU | Yageen Talk Toolkits discussing devotion to faith and marital counseling. These Talk Toolkits were developed to empower and equip imams, youth directors, MSA leaders, and Islamic schools to address topics relevant to the concerns of American Muslims today.

How we EDUCATED

In bringing ISPU research to the public, we inform millions of Americans, correct misinformation, and raise awareness about issues impacting Muslims and indeed all of us.

hen we reflect on our education work in 2020, one word comes to mind: webinar. While we were able to conduct a few in-person learning events in 2020 before the pandemic moved us to our home offices, we seized the opportunity to reach thousands of people across the nation digitally. This digital transition included both long-planned research sharing events, like our four American Muslim Poll webinars, and rapid response learning opportunities as the pandemic introduced new challenges.

BRINGING OUR SCHOLARS TO THE FOREFRONT

Beginning in March and continuing for 12 weeks, we featured enlightening conversations with ISPU Scholars on Facebook Live in a new series, Wisdom Wednesday. Scholars shared fascinating insights on topics including Islamic bioethics, online learning strategies, Islamophobia, bullying, artificial intelligence, and more.

EDUCATION FOR BETTER COVID COPING

We hosted several webinars to address the challenges and opportunities incurred by the COVID-19 pandemic, including issues of disparate impact, relationship challenges, and worship opportunities. In March, houses of worship and community centers across America closed to fight the spread of COVID-19. During this unprecedented time of closure, there was a unique opportunity to spend this time away creating more welcoming spaces for all. In June, we hosted a weekly webinar series entitled When Doors Reopen, to highlight ways to foster more welcoming, dynamic,

and inclusive Muslim spaces. Each of these five webinars focused on a different group and their unique needs.

Continuing to address challenges incurred by the pandemic—school closures, job loss, childcare challenges, and illness, ISPU Scholars Dr. Quaiser Abdullah, Dr. Manijeh Daneshpour, and Dr. Altaf Husain gathered to discuss strategies to maintain healthy relationships while in quarantine. 2020 by the numbers

We reached

23,206

people directly with original research and analysis → all through screens, beginning in March!

We participated in or hosted

156

learning opportunities and presentations → that's one every 2.5 days!

We connected with

26,297

followers on various social media channels → and we want to connect with you, too! Follow us at @theISPU on Facebook, Twitter, and Instagram.

Dr. Youssef Chouhoud

ISPU EXPERT AND AMERICAN MUSLIM POLL ANALYST AND ADVISOR

PRESENTER AND MODERATOR AT AMERICAN MUSLIM POLL 2020: POLITICAL COALITION BUILDING WEBINAR ON OCTOBER 15

WHEN RACISM AND PANDEMICS COLLIDE

After racial data for COVID-19 patients in many states was made available, it became clear that COVID-19 was disproportionately impacting Black communities all across the U.S.—including and especially Black Muslims, which make up between a quarter and a third of American Muslims overall. Alongside the National Black Muslim COVID Coalition, we hosted a panel of experts including Dr. Kameelah Mu'Min Rashad, Imam Tariq El-Amin, and Margari Hill to discuss the state of the COVID-19 pandemic in Black Muslim communities, the historical and current factors that contribute to the current crisis, and the holistic approach that is needed to slow down the impact and move toward healing.

SHARING OUR ONE-OF-A-KIND POLL

Throughout October, we hosted a quartet of webinars deep diving into our American Muslim Poll research, including webinars on civic engagement, political coalition building, Islamophobia, and religious-based bullying and discrimination. We were joined at each

s, d

Dr. Ihsan Bagby

ISPU SCHOLAR AND PRINCIPAL INVESTIGATOR OF THE REIMAGINING MUSLIM SPACES (RMS) STUDY

PANELIST FOR WHEN DOORS REOPEN: CREATING MORE WELCOMING MOSQUES FOR YOUNG ADULTS WEBINAR ON JUNE 9

event by a panel of experts and wrapped up the series with a Twitter Town Hall engaging new audiences with the data revealed in our poll while answering questions about how surveys like ours work more broadly. Beyond events that we organized, we were invited to present our new data at a variety of seminars and meetings across the country (virtually!). Our new poll data was also the inspiration for other organizations to hold events. One example: A roundtable was held by interfaith bridge-building group Neighborly Faith titled Evangelicals Respond to ISPU's 2020 Muslim Poll, where most of the discussion was centered around Islamophobia and allyship from the perspective of the responsibility of Evangelical Christians.

Despite a dramatically reduced travel schedule, ISPU staff reached every corner of the country virtually at education events and conferences, including presentations covering our data on Islamic weekend schools, divorce, fundraising, Islamophobia, and so much more. And, ISPU Educators, a group of specially trained presenters who educate their communities using our research, continued to reach their communities through digital learning events and appearances.

A wake-up moment

A STORY OF IMPACT

The mother of two children, ages 8 and 10, Maleeha lives in Chicago. Her kids go to a diverse school with a large Muslim population and a great counselling team, with little in the way of Islamophobia. Or, so she thought.

One day, her son came home from school upset and crying. That day, he had learned about 9/11 in the classroom. It was his first time hearing about it, he wasn't prepared to assimilate what he learned. He wasn't equipped to deal with how people were going to judge him based on the deeds of others. This was a wake-up moment for Maleeha's family.

Empowered by ISPU research, Maleeha offered to speak to the classroom. She talked about social justice and the accomplishments of Muslims in America. She ran for the local school council and now serves as the chair. And, she shared ISPU's research with the school counselors.

Knowing how much ISPU research and data helped her, she now guides other Muslims and those working with Muslim communities to our resources so that they too can be empowered.

Who we EQUIPPED

Positive change occurs when all those with spheres of influence are able to make well informed decisions. ISPU makes that possible through toolkits, workshops, training, and outreach.

As educators, policymakers, journalists, advocates, and other changemakers faced both new and systemic challenges in 2020, many continued to rely on ISPU as a critical resource during tumultuous times.

INFORMING THOSE WHO INFORM OUR NATION

We continued our work training journalists at a series of events, reaching both professional and emerging journalists. Thanks to a new partnership with the Pulitzer Center, we educated a cohort of emerging journalists and presented our strategies on covering Muslims creatively and confidently to a large audience at the Online News Association conference. In the aftermath of Nashville daily paper *The Tennessean* publishing an Islamophobic ad, we partnered with Millions of Conversations to provide training to the newsroom. We also continued to serve as a source and a resource to dozens of journalists throughout the year as

EQUIPPING OUR POLICY MAKERS

Throughout the election, we proactively equipped policymakers at every level up to and including informing candidate platforms, some of which, like President Joe Biden's, included ISPU's data. Before the COVID-19 lockdown, we hosted a briefing on religious-

"ISPU's training for journalists is **invaluable for newsrooms** and reporters of all types,
providing research data and **essential context**that both deepens and broadens understanding
of the rich diversity of Muslims in America."

STEVE EDWARDS, CHIEF CONTENT OFFICER, CHICAGO PUBLIC MEDIA

they published new pieces on issues impacting Muslims. And, we reached millions when we appeared on *The Reid-Out with Joy Reid* to call for accurate and equitable coverage of Americans who are Muslim.

based bullying on Capitol Hill, assisted by honorary host Representative Rashida Tlaib, providing vital research to policymakers and Congressional staffers. As many organizations sought to get out the vote, we participated in dozens of open and closed door research 2020 by the numbers

We equipped

2,287

national, state and local policymakers, and community leaders with new resources and information.

We trained

1,772 institutions with our research.

We created

25 .

research sharing opportunities with scholars.



Dalia Mogahed
ISPU DIRECTOR OF RESEARCH

sharing opportunities that highlighted what we know about Muslim civic engagement, serving as a critical resource for those looking to better understand Muslim voters.

EDUCATING OUR EDUCATORS AND COMMUNITY LEADERS

As educators were forced to quickly grapple with remote teaching, many still set time aside for professional development and came to ISPU for that education. We supplied training to more than 120 educators in September, and were on hand to provide more opportunities to train educators during the year.

We proactively sought out ways to share data with partners who then used it in changemaking work of their own, including groups like the Peaceful Families Project, which organized the National Imam Chaplain Training session on Preventing and Responding to Domestic Violence and offered our Imam's Toolkit and research on domestic violence and unwanted sexual advances as a resource. In all the rooms where important conversations and decisions were being had and made, we endeavored to have ISPU research in the room, shared by either a staffer, educator, board member, or by a partner equipped by our work.

A temperature check

STORY OF IMPACT

As executive director of digital content and innovation at VPM, Virginia's home for public media, Angela Massino turned to ISPU resources when she began conceptualizing a new podcast on refugee resettlement more than two years ago. Her team used ISPU's toolkit for journalists and data on demographics and Muslim experiences to inform their work all along the way.

"I look at this research as a tool, like many tools, to help inform how we frame and inform a project -- in the same way that we listened to many podcasts, read books, met with policy experts etc. What is unique though, is it specifically calls out issues in the past made by the media and their implications on public opinion. This is helpful, it reemphasizes the responsibility of the media and holds us accountable."

To avoid falling into tropes of Muslim refugees, Angela read through our guide

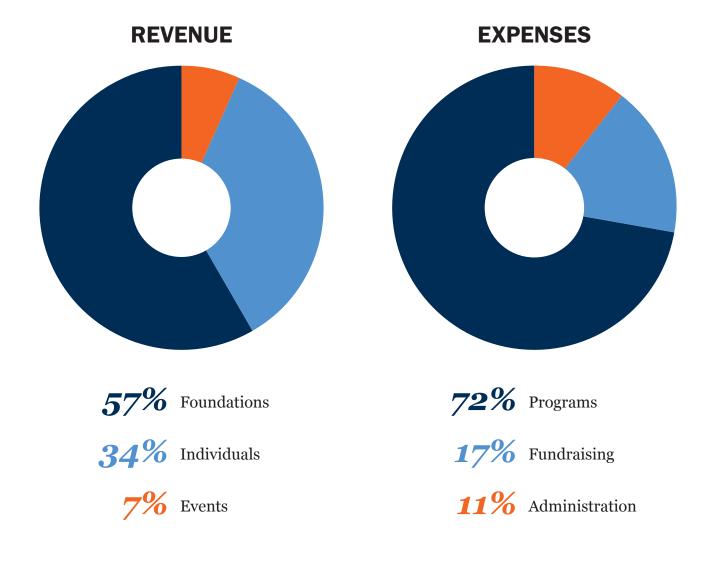
and shared it with newsroom colleagues. "The points made in the report were top of mind while going through the editorial process."

She said ISPU's toolkit for journalists was used as a temperature check, as they asked, "Are we headed in the right direction, especially when it came to early reporting and project building? Does this small phrasing here give emphasis to a single person's perspective/experience or does it unintentionally paint a larger, negative picture if read between the lines? Are we focusing on the humanity of the individual rather than their tragedy? How are we talking about the conflict which people are fleeing? Are we making sure not to use unintentionally dehumanizing terms and phrasing?"

Resettled is out and featured on Apple Podcasts now.

Our FINANCES

REVENUE	2020 (AUDITED)	2019 (AUDITED)
Institutional Grants*	\$673,800	\$480,174
Contributions	\$402,669	\$354,735
Event Revenue (net of expenses)	\$79,792	\$142,457
In-Kind Donations	\$287	\$4,469
Other	\$21,999	\$7,651
Total Revenue	\$1,178,547	\$989,486
Programs / Research	\$707,933	\$686,160
e ,		
Fundraising Administration	\$169,421 \$103,687	\$168,923
Total Expenses	\$981,041	\$122,274 \$9 77 ,35 7
ASSETS		
Net Assets (beginning of year)	\$1,010,071	\$997,942
Net Assets (end of year)	\$1,207,576	\$1,010,071
Change in Net Assets *	\$197,505	\$12,129



^{*} ISPU was awarded several multi-year grants to be expended in subsequent years. Following generally accepted accounting principles (GAAP), the entire amount of the granted funds were recorded as income in previous years while the expenses were recorded throughout the life of the multi-year grants.

Your SUPPORT

Friends, how could we have known what 2020 would bring? This extraordinary year brought untold challenges to our families, communities, and world. But through it all, you had our back, as we knew you would.

For almost 20 years, you've been our dedicated allies. Your years of investment and your vision for an America where Muslims are thriving and equal ensured ISPU stood strong in 2020. You supported this critical work monthly, during Ramadan, at our annual banquet, and through the end of the year. You carried us through and made this transformative research available to the millions who rely on it.

And because of you, even in such complex times, our work made a difference during and beyond such an extraordinary year. We were able to gather vital data and research to serve those on the front lines of the pandemic, address the much-needed calls for racial equity, provide critical insight to the elections, and

ensure all who depend on ISPU research across America can continue to count on us.

We are so lucky to have you at our side as we move optimistically into 2021.

Thank you.

Michelle Gale
Director of Development



Dr. Sahar Aziz
ISPU SCHOLAR
FEATURED SCHOLAR FOR WISDOM
WEDNESDAY WEBINAR ON MAY 13

"Of the numerous non-profits I support, ISPU is at the top of the list for **professionalism**, **criticalness**, **effectiveness**, **and impact**. Our community needs an organization like ISPU to educate and provide the necessary research for critical issues impacting the community."

HAROON SHEIKH, ISPU DONOR



Dr. Tasneem Siddiqui

ISPU SCHOLAR AND ASSISTANT PROFESSOR AT WINSTON-SALEM STATE UNIVERSITY IN THE DEPARTMENT OF HISTORY, POLITICS AND SOCIAL JUSTICE

PANELIST FOR AMERICAN MUSLIM POLL 2020: CIVIC ENGAGEMENT WEBINAR ON OCTOBER 1

A HUGE THANKS TO OUR LEGACY CIRCLE OF EXCELLENCE (LCE)

Since 2002, all Americans have benefited from the Institute for Social Policy and Understanding's critical research. ISPU's relevance and impact are undeniable, as members of Congress, business leaders, educators, journalists, faith leaders, and pillars of Muslim communities nationwide depend on ISPU to provide quality analysis and honest data in challenging times. A small group of supporters emerged in 2019 with a vision to invest in ISPU's work to ensure our legacy continues. This important initiative is called the Legacy Circle of Excellence (LCE), made up of ISPU's close friends who seek to fund our essential work for the next

decade and beyond. We'd love

to share more details if you're

interested in learning more.

EXPLORE PLANNED GIVING OPTIONS

As we approach our 20th anniversary, our team has engaged in many conversations about what the next 20 years will look like for ISPU-and beyond. So, we want to invite you to that conversation. What kind of legacy do you want to leave? Do you, like ISPU, envision an America where Muslims are thriving and equal members of vibrant communities all across this land, where communities are empowered with facts to develop, grow, and flourish, and where national conversations about American Muslims are built on a foundation of facts. not fear? You can help us reach that future through a planned gift to ISPU, which can be made during your lifetime or through an estate plan. Check with your financial adviser to find out the many options you have for making a planned gift. Or connect with us-we would love to share more.

WAYS TO GIVE

You can ensure that all dialogue and decisions affecting Muslims in America are well-informed, by...



JOINING

our community by signing up for our newsletter at ispu.org/sign-up and following us on social media.



INVESTING

in the future by supporting our work at **ispu.org/donate**, making a planned gift, or giving toward our endowment.



SUSTAINING

by giving monthly or quarterly at **ispu.org/sustainer** and help fuel and sustain this critical research.



PARTNERING

with us by using our research and tools in your own work or lives to create positive change.

For more information, email info@ispu.org.

MEET ourTEAM

STAFF

Meira Neggaz, Executive Director Dalia Mogahed, Director of Research Nadia Ahmed, Director of Finance

Katherine Coplen, Director of Communications

Michelle Gale, Director of Development

Erum Ikramullah, Research Project Manager

Petra Alsoofy, Outreach & Partnerships Manager

Katie Grimes, Communication & Creative Media Specialist (partial)

Nancy Titus, Administrative Assistant



"ISPU has collected illuminating and provocative data and presents it so clearly and so succinctly. Very impressive."

KEM SAWYER, PULITZER CENTER

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Aminah McCloud, DePaul University James Piscatori, Durham University ISPU remembers Dr. Sulayman Nyang and his profound contributions to ISPU and to scholarship on Islam and Muslims (1944- 2018)

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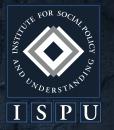
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YAQEEN FELLOW AND HEAD OF CONVERT RESOURCES

PANELIST FOR WHEN DOORS REOPEN: **CREATING MORE WELCOMING MOSQUES** FOR CONVERTS WEBINAR ON JUNE 2

STAY in TOUCH



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