A YEAR MORE IMPACTFUL AND URGENT THAN EVER

Annual Report Summary 2023

MISSION
The Institute for Social Policy and Understanding (ISPU) provides objective research and education about American Muslims to support well-informed dialogue and decision-making.

VISION
At ISPU, we envision an America where Muslims are thriving and equal.
2023 was a year of transition for ISPU. After marking our 20th anniversary in 2022, we turned our eyes toward the future, asking ourselves and each other: What do the next two decades of ISPU—and beyond—look like with our firm foundation and your support? One thing is certain: We spent the year busy as ever, breaking new ground and reaching more changemakers, partners, institutions, and members of the general public than ever before.

Then, as the ground shifted underneath us all and tragic events shook our communities, we quickly pivoted; as the worsening crisis unfolded overseas, we sought ways we could urgently reach everyone possible with our vast depth of research that spoke to issues rising on the domestic front. As part of that work, we widely shared our wealth of research focused on combating anti-Muslim hate and bigotry, the impact of political rhetoric on Muslims, media coverage of violence, the right to protest and views on the Boycott, Divestment and Sanctions (BDS) movement, Muslim/Jewish relationships, antisemitism, and Muslim political participation and affiliation.

Beyond our responsive work to current events, we produced both public policy-focused and community-facing research, diving deep into the nuances of interfaith relationships with our Latino Views of American Muslims and Islam report and showcasing insights from a lesser highlighted group for the first time in our Native American and Indigenous Muslim Stories (NAIMS) project. Our research on banking while Muslim and halal food preferences and food insecurity informed decision makers across a spectrum of industries and institutions about the unique needs and challenges faced by Muslims in America, and offered actionable recommendations to alleviate specific issues.

We briefed policymakers everywhere, from small city councils to the White House, and informed agencies and organizations from FEMA, to the Department of Education, to the United Nations. Our research and outreach work helped build better businesses and create safer and more equitable workplaces and practices. And we continued to build public knowledge of issues impacting Muslims through conference presentations, advising on projects, and sharing our data and expertise to build the scholarship of others.

At ISPU, we envision an America where Muslims are thriving and equal. And we believe that relevant, rigorous research in the right hands will help us get there. We know the path to creating this America we want to see is uphill—and the last few months of 2023 showed it is rife with new and long-term challenges. We are dedicated to finding solutions to these challenges. With two decades of research behind us—research that is now bearing fruit in so many ways—we are proud to share this year’s impact, and eager to ask for your ongoing support.

— NADIA AHMED | Interim Executive Director
In New Jersey, the Princeton Council used ISPU research in a resolution condemning Islamophobia passed in December.

At the White House, where ISPU, alongside coalition partners, presented research to inform new strategies to counter Islamophobia and shed light on issues impacting American Muslims.

At the Growing MI Together Council’s American Muslim Town Hall in Michigan, where we brought together policymakers, advocates, and community leaders, followed by an education event with Governor Gretchen Whitmer’s staff.

At the White House, where ISPU, alongside coalition partners, presented research to inform new strategies to counter Islamophobia and shed light on issues impacting American Muslims.

At conferences across the country, including ISNA, Race Forward, Muslim Mental Health Conference, One America Movement Summit, MAS-ICNA, MI Reconnect, International Islamophobia Studies Conference, among more.

At the United Nations, where our data and expertise were used to bolster and inform the Global Study on the Impact of Counter-Terrorism on Civil Society and Civic Space.

During the first-ever International Day To Combat Islamophobia, where we presented at Ernst & Young and Shoulder-to-Shoulder Campaign events, reaching hundreds of business and faith leaders.

In the Office of the New York City Comptroller, which utilized our research on Banking While Muslim to press financial institutions for less discriminatory policies.

At the Department of Education, where we presented at listening sessions, conferences, and events focused on religious-based bullying.

At tech companies like Meta, where we participated in listening sessions and community feedback forums to address issues that impact American Muslims.

In newsrooms, classrooms, activist spaces, policy spaces, libraries, and a multitude of other places where changemakers are working during times of heightened anti-Muslim sentiment.

At talent agencies in Hollywood, major news networks, and schools across the country, where we presented our research on Islamophobia in the context of the war in Gaza.

We can’t do it without you.

We know there is a lot of need both here and abroad, and that’s why we don’t take your support for granted. ISPU is truly unique in being the only organization studying American Muslims. We cannot do this work without your donations.

Every aspect of ISPU’s work happens because of your investment, and we are so grateful for what you have made possible over more than two decades. Make a gift today and contribute toward ISPU’s mission to create and disseminate critical research and education about American Muslims and the issues that impact them.

When you give today, you ensure ISPU has the funds needed to take advantage of every opportunity to have an impact. Your gift will enable us to reach more changemakers, educate more members of the general public, and to conduct research on all the topics that we know need exploration.

Donate to ISPU at ISPU.org/donate or by scanning the QR code.
Our partners know this research can’t wait

We know the next steps in our impactful strategic plan for increased research and education about Americans who are Muslim is more critical than ever. As Jaime “Mujahid” Fletcher, founder and CEO of IslamInSpanish says, “We’re living in a data-driven world and if we don’t invest in research that is valuable for us as individuals and as a community, we cannot wait for anyone else to fund relevant research that we need.”

We partnered with Mujahid’s organization, IslamInSpanish, to publish new research on Latino attitudes toward American Muslims and Islam, revealing new insights on reasons behind lower levels of Islamophobia among Latinos in America, as well as recommendations to further reduce levels of Islamophobia that still exist. Published in October in both English and Spanish, this research, Mujahid shares, will be actionable across the entire organization, and throughout Latino communities, bolstering the work they’ve done for more than two decades.

Mujahid says, “We will use the research findings to educate Latinos, the Muslim community, and society with relevant insights. Also, our messaging for the media we produce will be data-driven now. Our signature educational programs will also be tied in as to how the research matches what we have been doing for the past 22 years. We’ll be able to quote these findings when we speak in the mainstream media, especially in Spanish, as well as at any universities and other educational opportunities and institutions.”