



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**.



USING RESEARCH TO CONFRONT CHALLENGES

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 an age where misinformation and disinformation are rampant, having access to clear and convincing data is really a **priceless tool** to have at one’s disposal. Relying on and being able to present one’s strategy and arguments based on such well-researched and thought-out data [as ISPU’s] can really lead to some **transformational wins.**”*

– **M. Faiyaz Hussain**, Senior Advisor for Strategy, Policy, and Programs, Muslim Public Affairs Council | ISPU partner on policy work

ISPU's 2023 impact, by the numbers

2,134

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

1,724

institutions trained on our research, which used our work to inform and strengthen their own

694

partner organizations engaged with our research and learning tools

250

learning opportunities and presentations participated in, reaching **changemakers across the country**

100

activities held with **ISPU Scholars**, whose expertise informed conversations and decisions

12

MOMENTS OF IMPACT FROM 2023

In New Jersey, where 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 **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

At the **USDA** and the **Department of Commerce**, where we presented new research on halal food preferences, sharing ways decision makers can make an impact on food insecurity and business opportunities, along with equipping **Muslim organizations** doing work on these issues

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

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 **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

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



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.



Ifeefat Hamzavi, ISPU Board Chair Emeritus

Donate to ISPU at [ISPU.org/donate](https://www.ispu.org/donate) or by scanning the QR code →



OUR FINANCIALS

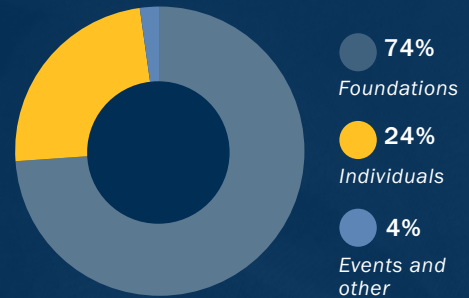
REVENUE	2023 (DRAFT)	2022 (AUDITED)
Institutional Grants	\$1,159,577	\$1,251,164
Individual Contributions	\$388,092	\$372,066
Event Revenue (net of expenses)	\$22,472	\$8,822
In Kind Donations	\$2,548	\$3,731
Other	\$36,320	\$1,379
Total Revenue	\$1,609,009	\$1,637,162

EXPENSES	2023 (DRAFT)	2022 (AUDITED)
Programs/Research	\$928,501	\$971,649
Fundraising	\$227,624	\$200,576
Administration	\$128,807	\$120,046
Total Expenses	\$1,286,941	\$1,292,271

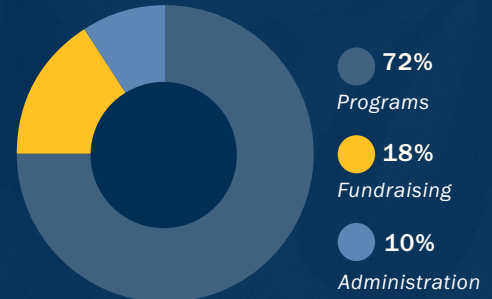
ASSETS	2023 (DRAFT)	2022 (AUDITED)
Net Assets (beginning of year)	\$2,068,841	\$1,723,950
Net Assets (end of year)	\$2,392,918	\$2,068,841
Change in Net Assets *	\$324,077	\$344,891

* 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.

REVENUE



EXPENSES



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."



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