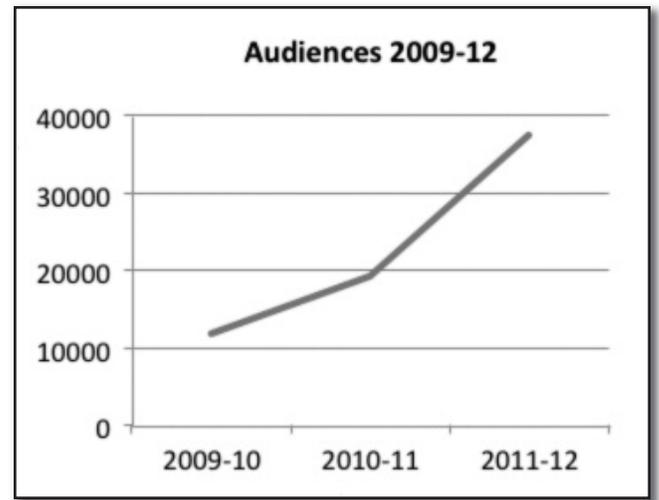
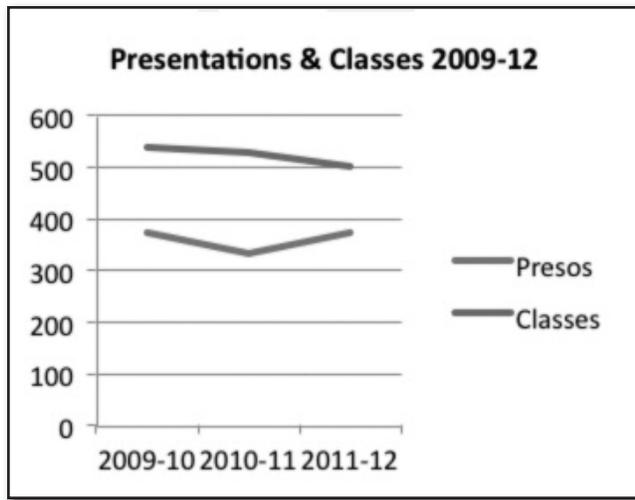


# Recent Growth and Impact

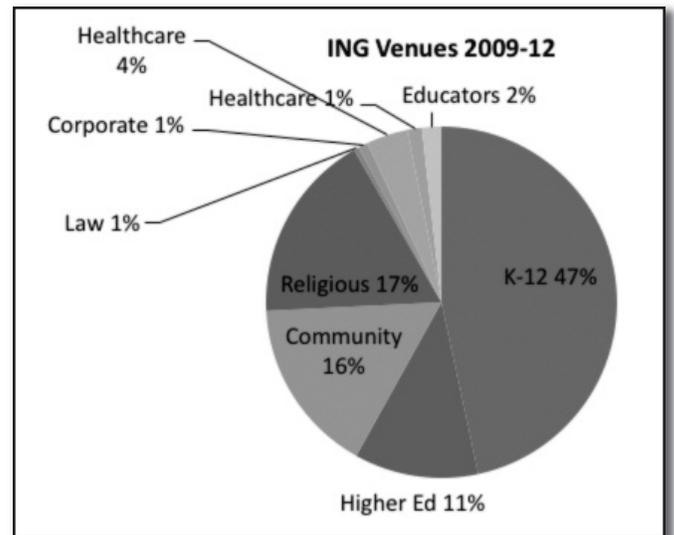
## ING's Recent Growth and Impact Summarized in Recently Released Three Year Impact Report, 2009-2012

ING's recently released Three Year Impact Report examines ING's output and impact over the period 2009 to 2012 and compares ING's activity and performance on a yearly basis. Over this three-year period, the number of presentations and classes served by ING has remained consistent. Audience numbers, however, have increased markedly.



## A Growing Demand among Diverse Audiences

Over the past 20 years, ING has gradually reached out to increasingly diverse audiences. While initially presenting only to middle and high schools, over the past three years, the proportion of ING school venues has made up on average only half of ING's presentations. The proportion of higher education venues has grown considerably while community organizations also increased. Religious venues averaged around 17% as did cultural competency seminars, which averaged about 7%. The report shows a growing demand for ING presentations and panels among increasingly diverse audiences as seen in the chart above.



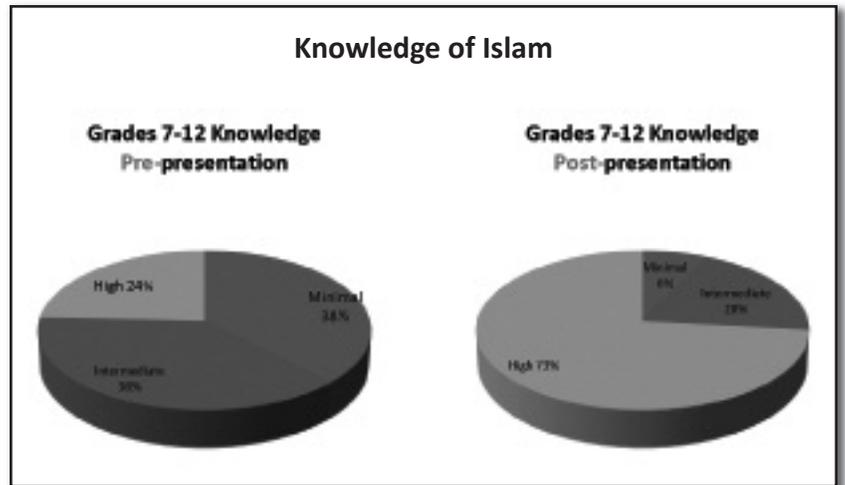
## Islamic Speakers Bureau Impact: Changed Perceptions and Attitudes

Over the academic years 2009-2012, ING conducted survey and collected data from approximately 4,319 students from 182 classroom presentations. The surveys were administered to middle and high school students attending its most requested presentations, Exploring Muslim Traditions and Practices (middle school) and Getting to

Know American Muslims and Their Faith (high school and adult). The survey was administered both before and after presentations to see how audience attitudes changed as a result of the presentation.

Most of the students surveyed were studying Islam in the context of world history or social studies at the time of the presentation, so some of the content is generally not new to them. ING presentations leave both students and adults better informed about the topic of Islam and Muslims, as indicated by the following results of surveys conducted between September 2009 and June 2012.

The survey asked students to rate their knowledge of Islam before and after the presentation, with the results shown below. Before the presentation, only 24% of students self-reported a high level of knowledge of Islam; that figure shot up to 73% after the presentation. Equally striking is the fact that the number of those believing they had only a minimal knowledge fell from 38% to 6%.



## Islamic Speaker Bureau and Interfaith Speakers Bureau

Since 2008, ING has maintained two bureaus: the Islamic Speakers Bureau (ISB), providing individual speakers on Islam, and the Interfaith Speakers Bureau (IFSB), providing panels of up to five participants on five major world religions. Over the three-year period, 2009-2012, the ratio of audiences served by ISB to those served by IFSB was around 70% to 30% as shown in the chart below.

