VISION
Our vision is a just, peaceful world where everyone contributes to the betterment of society while feeling equally respected and valued, and where Muslim Americans play a vital role.

MISSION
Our mission is to promote peace among all, by fostering a deeper, more nuanced understanding of Muslims and other faith-based, racial/ethnic, and cultural communities, through teaching, learning, and engaging across differences.
Greetings of Peace/Salam Alaikum,

Recent years have revealed the continued and urgent need for our work of fostering understanding among diverse people. Ongoing bigotry, racist incidents, and hate crimes against African Americans, Hispanics, Asians and others - including racialized religious groups like Muslims, Sikhs, and Jews - point to the real divides in our country that we, as Americans, must continue to address, bridge, and heal.

Towards that end, I am pleased to report that this year we reached over two million people with our programs that join education with engagement, and which social science, impact evaluations, and experience have shown to be the most effective ways to dispel stereotypes and improve perceptions of people. The old adage that ‘it’s hard to hate someone you know’ is true. And with education about a person’s identity or culture, it’s even more difficult to hate the person. And this speaks to the purpose of the work we do and how we do it.

What follows is the impact of your investments in our work this year, which have enabled both an immediate and smooth transition to online delivery of our educational expansion across the country to reach twice as many people in 2020 as we did last year.

We now need to expand our work further to every neighborhood in the country by enabling ordinary Americans to come together to get to know one another and work together towards understanding and peace in their local communities. I’ve included in this report a brief update on our 2021 goals and objectives towards that end.

My hope is that, after reading our report, you will be inspired to continue to support our mission, or perhaps join us for the first time, in this next chapter of our work, where we deliver education with engagement both in person and online to reach a broader audience than ever before. I hope you will join me by giving securely at www.ing.org/donate or by contacting me privately to invest in our endowment.

As always, please feel free to reach out to me with your feedback and suggestions via email or phone at: Mail@ing.org or (408) 296-7312, extension 170.

Thanks so much for your support. Sincerely,

Maha Elgenaidi
Executive Director
Islamic Networks Group
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**OUR PROGRAMS**

- **Islamic Speakers Bureau**, consisting of Muslim speakers who speak on various topics relating to Muslims and Islam.

- **Interfaith Speakers Bureau**, consisting of Muslim, Jewish, Christian, Hindu and Buddhist panelists who speak together on panels on contemporary issues and current events.

- **Intercultural Speakers Bureau**, consisting of speakers from different ethnic and religious backgrounds who speak together on panels on the interconnectedness of various forms of bigotry and ways to counter them.

- **Know Your Neighbor**, a coalition of multifaith groups working together on inter-religious literacy and engagement.

- **INGYouth**, consisting of Muslim teen speakers who speak on various topics relating to Muslims and Islam at their schools, while countering bullying and building interfaith relations.

ING programs are all supported by online curriculum and training.
We reached twice the audience of last year in a shorter period of time when we transitioned our educational programs online.

OUR REACH

2M REACHED

266%  
TRIPLED LIVE AUDIENCES
Our live audiences nearly tripled, going from 15,000 attendees in 2019 to 40,000 attendees in 2020, with online delivery of our programs facilitating broader access.

435X  
INCREASED VIEWERSHIP BY 435%
The viewership of our recorded talks and panels on Facebook and YouTube went up 435 times, from a few thousand people in 2019 to 870,000 people in 2020.

2M  
DOUBLED COMBINED REACH
Our combined reach doubled, from one million in 2019 to two million people in 2020 in live audiences, social media engagement, viewership of our recorded talks, and website traffic, as of early November.
I thought that the training was outstanding. It was relevant, informative, and engaging while remaining within the allotted time we gave you. I think this is a training all public officials could benefit from, and I learned a lot about Islam and Muslims that I did not know. Everything I learned can be put to practical use and will ensure that we continue to offer the highest standards of service to all members of our community.

- Commander, Police Department, California
We initiated national conversations on current events in the country concerning the impact of COVID-19 on individuals and on race relations.

SOLIDARITY IN A TIME OF CRISIS
Standing with Marginalized Communities

In response to the spike in hate crimes against Asian Americans and the racial disparities in the impact of COVID-19 (especially in African American communities), we held an **Intercultural Speakers Bureau** series - in collaboration with Chinese for Affirmative Action and the NAACP - focused on how to show solidarity with Asian Americans under attack as alleged sources of COVID-19, with a panel titled “The Asian American Community Is Hurting: How You Can Help”; and on the racist differential in the impact of COVID-19, with a panel titled “Systemic Racism and Inequities Revealed by COVID-19.”

Thank you for bringing this group together around a common cause. The more we get together around common interests, the smaller the differences will appear, and the stronger the whole will become.

- Online Panel Attendee

RESPONDING COLLECTIVELY
to Ahmaud Arbery’s Murder

In light of the tragic murders of George Floyd, Breanna Taylor, and Ahmaud Arbery, we organized an **Intercultural Speakers Bureau** panel, in collaboration with Silicon Valley Interreligious Council, addressing how we must respond both collectively and individually to counter anti-blackness and all forms of bigotry, racism, and violence against marginalized communities.
SPIRITUALITY IN A TIME OF CRISIS

Three-Part Interfaith Panel Series

1. COPING WITH CRISIS
How does one begin to cope with a crisis? How can we understand the emotions that accompany crisis and know how to care for ourselves during times of great stress? The first panel in our series explored the nature of our reactions to stress and how religious traditions help their followers make sense of the world during a major crisis.

2. BUILDING AND INSPIRING FELLOWSHIP & COMMUNITY
In times of crisis, news reports are full of stories about neighbors and strangers going out of their way to share food, rescue pets, locate loved ones, and help rebuild what has been lost. In our second panel, we sought to understand how religious traditions contribute to the displays of compassion, altruism, and creative solution-seeking that blossom when disaster strikes communities.

3. REFLECTING ON GRATITUDE & FAITH
Religious traditions can teach us a lot about the importance of gratitude as a foundation of our life, even—or perhaps especially—in times of crisis. In our third and final installment of this series, we learned helpful techniques that allow us to slow down and recognize and give thanks for all the blessings in our lives.

All panels remain available on our website as ongoing resources for the community.

Immediately after the Shelter-in-Place orders, we held an interfaith series featuring religious leaders as panelists who discussed how to take a step back, reflect, and understand not only our current situation and the world outside but also ourselves and those we love.
BEGIN WITHIN

ADDRESSING INTRA-MUSLIM RACISM IN THE MUSLIM AMERICAN COMMUNITY

We initiated a national conversation on intra-Muslim racism that is essential if Muslim Americans are to address racism elsewhere. This series of panels, titled “Educating Ourselves: Expanding the Muslim American Experience Beyond the Immigrant Story,” focused on the African American Muslim experience of racism within and outside the Muslim American community and what we can do to address it. The panel consisted of distinguished African American Muslim scholars and religious leaders.

This kind of openness to finding tolerance and acceptance is a discussion that should be shared by all religious and secular groups and I intend to do my part to spread your good will.

- Online Panel Attendee

1 in 3 Black Muslims report experiencing racism from within their own faith community.

ISPU Research
It is always powerful for my students to learn what the Qur'an teaches rather than what they've heard.

- High school teacher, New York
Our anti-racism lesson plans that address Islamophobia in relation to other forms of bigotry were included in the California Department of Education’s draft Ethnic Studies Model Curriculum, which school districts can utilize for their own ethnic studies courses in the classroom. As a supplement to our Intercultural Speakers Bureau panels, ING’s anti-racism lesson plans address the roots, history, and interconnectedness of all forms of racism and bigotry in the United States as well as action plans for countering them.

Our police training continues to be certified by California’s state commission on Police Officers Standards and Training (POST), under whose auspices we’ve conducted trainings ranging from two to eight hours to 750 police officers in 15 police departments throughout the state of California so far this year.

I thought it was an extremely valuable training, especially in today’s day and age with all the misunderstandings and misperceptions of the Muslim community. I had a lot of takeaways, and I feel it will help my staff and I develop better relationships with the Muslim community and better respond to their needs. I highly recommend this training.

- Captain, Police Department, California

Our model of engaging face-to-face and online communities in religious studies was recommended to educators around the country by the Religion Freedom Center of the Freedom Forum, a leading organization on First Amendment liberties working on religion & education.
EDUCATORS IN 45 STATES reported that our online religious studies lesson plans showed a high degree of relevance and utility.

89% of educators found them "effective" or "very effective."

100% said they were “very likely” (61%) or “somewhat likely” (39%) to use them in future.

"The hijab portion fascinated them! They wanted to ask all those questions, but didn’t have anyone to ask, as we do not have a Muslim presence in our very small, rural Illinois town."

- High school teacher, Illinois

"ING provides a vast wealth of knowledge & resources to help me help my students make great strides and realizations about acceptance, tolerances, and appreciation of other groups of people throughout history and in their lives today."

- Middle school teacher, California
Thank you for your ING resources. This is my second year using them in my 9th grade World History and African History (9-12 grade) classes. The resources provided by ING have helped me to confidently speak and teach about Islamic contributions and culture.

- High school teacher, Florida
We’ve fully launched our new Intercultural Speakers Bureau (ICSB) anti-racism program that connects Islamophobia to other forms of bigotry, showing that all forms of bigotry are interconnected and hence must be fought together.

The Intercultural Speakers Bureau (ICSB) addresses and counters racism across racial, ethnic, and religious groups by bringing together a panel of speakers from marginalized communities experiencing bigotry in the United States to educate about how narratives about a people were formed and framed in history and then embedded in culture institutionally and through implicit biases.
This was a very educational panel and presentation. Anyone who hasn't had or taken the time to learn the basics of the structural and historical elements of racism, colorism, and colonialism would gain a great deal from this panel.

- City Employee, California
In 2020, we expanded our ING team to 67 ING team members, including fulltime staff, content developers, development, marketing and digital media consultants, and speakers, who are all compensated. Because we have redesigned our content to be more specialized and specific, our speakers have transitioned from volunteers to paid staff.

NEW SPEAKERS JOINED US
We’ve added new speakers for our police training and anti-racism programs. New speakers for our law enforcement trainings are required to meet state standards for police trainers, and our new speakers for our new Intercultural Speakers Bureau anti-racism program have both lived experience with, and a solid understanding of, anti-racism education and activism. Many are highly respected scholars and leaders in their communities.

DIVERSE CONSULTANTS
We’ve added African American and Latinx Muslim scholarly consultants to ensure that our trainings are inclusive of the diversity of Muslims. According to updated polls, Muslim Americans are ethnically one of the most diverse religious communities in the country, with 28% African Americans, 8% Latinx, 23% Asian, 14% Arab, and 19% who identify as White, including Americans of European and Middle Eastern origins.
In 2021, the ING team plans to expand upon the work of the current year, further building our outreach and audience both in person and online.

EXPANDING OUR DIGITAL REACH

We will expand marketing efforts of all of our educational programs to educators and trainers across the country.

We will continue to create more online content, training materials, and tools in response to current needs and make them easily accessible to educators and trainers.

We will increase the number of our speakers in different regions across the country, in order to accommodate more communities.
To fulfill these goals, ING is working with a number of specialized consultants. We’re also increasing our capacity by updating our website with the latest online technology and have created a new development department with the help of a team of experts in the field.

We have a lot of growth ahead to reach more Americans with our engaging content that brings people together towards peace and harmony. We are committed now, more than ever, to create an America that is harmonious and inclusive for all its diverse members.

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I like the very diverse, qualified, well-spoken panel. I think everybody would benefit from these panels on a more regular basis, especially as racial/cultural/religious tensions rise in our escalating political climate.

– City Employee, California
5 REASONS TO GIVE TO PEACEBUILDING & ING

As a past supporter of ING, you have dispensed hope to our team at ING, and the many, many people to whom we bring our programs of education and engagement towards peacebuilding. And if you’re considering giving for the first time, we hope you’ve been inspired to support our work that brings peace to many. With this same hope, we am now asking you to consider giving before the end of this year. Here are at least five reasons you should give to ING.

ISLAM IS MOSTLY UNKNOWN
A staggering 62% of Americans don’t know a Muslim, and only 15% have favorable views about Islam. ING’s work focuses on making Islam known through the diverse voices of Muslims.

BIASES FORM EARLY
Social science research shows that biases form early, but education and engagement with minority groups can reduce negative perceptions. ING’s service model provides these proven face-to-face education and engagement opportunities with Muslims and other minority groups.
**CHANGED HEARTS & MINDS**

Data from over 25,000 surveys we’ve conducted over the past decade consistently demonstrate the impact of our work in changing hearts and minds of the people that we serve, including school-aged children, school teachers, police officers, hospital staff, policy makers, neighbors, and friends. Changed hearts and minds translate into changed behaviors.

**DEMAND FOR DIGITAL CONTENT**

In the current political environment, the demand for ING content has grown exponentially, and monthly viewership of our digital content has multiplied dramatically. Our team is working hard to migrate our vast library of existing content online, and to create new content, to meet this increased demand.

**PROVEN RECORD OF SUCCESS**

With our proven record of success and the recent surge in demand for our work, we have an immediate opportunity to reach far more people than ever before — regardless of their location — and change more minds, if we can completely digitize our content and deploy more focused marketing efforts — NOW.
I liked hearing from multiple ethnic groups on the oppression they're facing and have faced. It really opened my eyes. The calls to action listed at the end of the presentation left me feeling hopeful like I could affect change. I needed that. Thank you for the ING panel!

- City Manager, California
If you’re a past supporter, we are very grateful for the role you’ve played in ING.

Will you renew your gift, and continue to help engage and educate fellow Americans about Muslims and other misunderstood minority groups?

And if you’ve never supported ING in the past, we hope you will consider joining our team of educators and peace makers through your gift to ING at www.ing.org/donate.

Thank you,

From all of us at ING
www.ing.org/team