JOIN US IN BUILDING A MORE PEACEFUL AMERICA
We believe in peace. We believe in partnerships and collaboration. We believe in building understanding and community. We believe in pluralism, diversity, and inclusion. We believe in serving to build a better America.

We could begin by sharing what we do, but it's better to start with what we believe. Because what we believe tells the story of why we do what we do. What we believe also connects us, both as a team within ING and also as friends, volunteers, and donors who support ING.
It has been an honor and privilege to begin 2021 in my new role as ING's CEO. Even though I have worked with ING’s founder Maha Elgenaidi and the organization for most of its 28 year history through my role as ING affiliate director in Chicago, each day, I am amazed at how the evolving vision of ING deeply reflects the role of Muslim Americans in realizing our common dream of creating a more perfect union for all Americans.

ING was founded over a quarter century ago to address the vacuum that characterized public perceptions of Muslims and their faith at the time. Maha was inspired by the belief that with education and engagement, fellow Americans could learn about and better connect with a group of people that was still mostly unknown.

After 9/11, Muslims went from being unknown to being increasingly vilified and misunderstood. Public perception devolved from little understanding, to grossly misconceptioned notions about who they are and what they believed.

As the need for ING’s work grew, it also became clear that it was impossible to separate Islamophobia from other pervasive biases entrenched in American society. And so, ING broadened its mission to include other faiths and in 2007, we began teaching about Islam in the context of interreligious pluralism. Then, in 2016, we further enhanced our programs to incorporate the intersectionality of Muslim experiences with that of other marginalized groups, such as Indigenous, African American, Asian, and Latinx communities.

Today, it is my privilege to describe ING as a peace-building organization providing face-to-face education and engagement opportunities that challenge deeply rooted biases and stereotypes about Muslims and other faith-based, racial, and cultural groups to promote understanding and harmony among all people.

ING’s goal is to create a better, more peaceful America. We hope that the information we share here will inspire you to join us in this important mission, and make a charitable contribution to ING today.

Should you have any questions about any aspect of the work that we do, please feel free to contact me at mail@ing.org.

Warmly,

Tabassum Haleem
Chief Executive Officer
In recent years, negative stereotypes and perceptions about Muslims in America have increased. This upward trend isn’t surprising. Most Americans don’t personally know any Muslims to inform their opinions. To compound the problem, most Americans do have access to misinformation that feeds negative perceptions about Muslims from sources such as outdated/inaccurate school curriculum, skewed media representation, and the Islamophobia Network, a multimillion dollar industry propagating hateful public discourse.

62% of Americans don’t know a Muslim

57% of Americans know little about Islam

I found the ING training very instructional and beneficial, and I’m sure my partners did too. I've been in law enforcement for 23 years now. I remember the first cultural diversity training session we had post-9/11 with ING ... it was so helpful for all of our personnel and it set our department on the right course. It is my earnest hope that if training sessions like the ones ING presents can make it into law enforcement agencies across the country, that it will help us make strides as a profession everywhere. It’s long overdue, but we’re on the right path.

- Police Officer, Palo Alto, CA
Research shows that knowing something about Islam is an even stronger predictor of lowering Islamophobia than knowing a Muslim personally. This fact, in conjunction with our own impact studies confirms the value of ING presentations.

ING Dispels Prejudiced Views of Muslims
- those believing Islam promotes terrorism ▼ 62.5%
- those believing Islam promotes violence ▼ 75%
- those seeing American Muslims as “foreigners who don’t speak English” ▼ 50%
- those believing Islam promotes oppresses women ▼ 65%

ING Promotes Positive Associations of Muslims
- those understanding Muslims “have been a part of the history of this country” ▲ 30%
- those seeing American Muslims as “high level professionals” ▲ 100%

Thank you very much for coming to my world religions class... You really opened my eyes to what Islam is about. I feel we are so heavily influenced by the news that everyone assumes Islam promotes violence. It was great to see first hand the real teachings of Islam.

- High school student, Hayward, CA

My students all gained a great deal from ING’s excellent overview of what it means to be a Muslim, the Islamic faith, and a variety of myths and misconceptions that need to be deconstructed. These students will take this new awareness with them everywhere. I honestly wish every single high school could have this presentation - things would change I am sure of it.

- High School teacher, Concord, CA

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, NY
You've got choices. Here's what makes ING different.

1. **Our objectives of peacemaking and harmony among all**
   ING’s mission is based on foundational American principles of religious freedom, pluralism, and inclusion. Because we believe that there’s more that brings us together than what sets us apart. And we believe unity and collaboration will make a better America for all.

2. **Our scope to uplift Muslims and other marginalized religious, ethnic, and racial minority groups by representing their perspectives in their own voices**
   We help audiences understand negative perceptions around Muslims in a broader context by unpacking its roots in longstanding, deeply entrenched biases against other minority religious, ethnic, and racial minority groups, such as anti-Black racism and anti-Semitism. We believe this context can help unite us as allies and move us forward with better solutions that uplift us all.
3. Our approach is based on well-researched scientific principles

Research has also shown that two methods in particular — education and engagement — work effectively to reduce bias. Both these methods form the basis for ING’s programs.

**Education**

Education tackles the root of the problem (ignorance, misinformation) rather than just the symptoms (biases, stereotypes, bullying, hate crimes, and discriminatory laws/practices). These symptomatic problems are pervasive and require systemic change. We believe that changing hearts and minds about Muslims with course-correcting facts will ultimately motivate game-changing behaviors both at individual levels and across society.

**Face-to-face engagement**

Through our various speakers bureaus (Islamic Speakers Bureau, Interfaith Speakers Bureau, Intercultural Speakers Bureau, and Youth Program), we have recruited individuals from various faiths, ethnicities, ages, and communities who can speak and connect authentically with their diverse audiences. We believe that meeting people where they are, when possible with people whom they know and trust from their own communities, will facilitate more meaningful learning and understanding.

I’ve been to many implicit bias trainings... but I’ve never experienced anything like this. Your ING training today blew the lid off anti-bias training. I finally get why we have the biases we do about certain groups of people, and I’m very grateful for the work that you did with this.

- Faculty member, UC Santa Cruz
In 2018, ING marked its 25th year of programs promoting education and engagement and uniting people across religious and cultural differences to increase mutual understanding and peace among all.

**Islamic Speakers Bureau (ISB):**
ING-certified Muslim speakers presenting non-proselytizing content about Muslims and their faith in presentation format followed by Q&A.

**Interfaith Speakers Bureau (IFSB):**
Live, customizable multi-faith-based panels with allies from Christian, Jewish, Hindu, Sikh, and Buddhist communities, that can conduct discussions on individual beliefs, shared values, women and religion, peacemaking and religion, environmental concerns, and more.

**Intercultural Speakers Bureau (ICSB):**
Live panels with allies from historically non-white groups including Black, Latinx, Asian, Sikh, Hindu, Jewish-American, and Indigenous communities, that examine the roots of Islamophobia and its relationship to other forms of bigotry.
We run six successful educational programs that increase understanding and acceptance of Muslims and other misunderstood faith-based, racial, ethnic, and cultural groups.

Youth Speakers (INGYouth):
ING-certified Muslim, Jewish, and Sikh middle & high school students engaging in interfaith community-building initiatives and presenting non-proselytizing content about their faith traditions to address bias and bullying in schools.

Cultural Diversity Training:
ING staff leads live training sessions and brown bag lunches for executive officers, human resource managers, diversity professionals and other corporate leaders to help improve communication and teamwork with people of different faith-based, cultural, and ethnic backgrounds in the workplace.

Downloadable Educator Curriculum:
Prepackaged lesson plans, scripts, and presentations for teachers and community organizers accessible directly from ING’s website.

“These curriculums benefit my students tremendously in helping them to come to understand Islam in a fuller way... I use these curricula in my dialogue and human rights classes.”

–Dr. Marianne Farina, Department Chair of Theology at the Dominican School of Philosophy and Theology.
Throughout the week, I have had various attendees tell me how much they appreciated the opportunity to hear from you… and that they learned valuable lessons from your presentation. I can truly say that our event was a catalyst for change… The FBI values its relationships with community groups in our area. It’s through strengthening these partnerships that we gain an understanding of our communities, find ways to communicate better and ultimately serve our community better.

-FBI San Francisco Office

Amidst growing social and political uncertainty, our programs promoting peace, understanding, and connectivity are more relevant than ever and experiencing unprecedented demand.

By migrating our presentations online, we are now reaching twice the highest monthly number from past years.

The speaker was young, cool, loved the kids, and very openly answered their many questions… Many commented that it was their first time “meeting a Muslim” and they were totally mesmerized by everything [he] said.

-High School Teacher, East Palo Alto
We reached twice the audience of last year in a shorter period of time when we transitioned our educational programs online.

2M REACHED

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.

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.

Our diverse audiences across the country include:
- Middle and high schools
- Colleges and universities
- Corporations including Chevron, Salesforce, Cisco, Oracle, Apple, Starbucks and many more
- Healthcare organizations including Kaiser Permanente, Stanford School of Medicine, Yale School of Medicine, and many more
- Law enforcement agencies such as San Francisco FBI, and varies police departments
- Faith-based institutions and houses of worship
- Various community organizations, media agencies, and school district staff
Pease Consider a Charitable Gift to ING.

Today’s socio-political climate across America demonstrates that the struggle for improved understanding and harmony across its diverse communities continues. Our plans must match the magnitude of the issues we confront.

Please consider joining ING to change hearts and minds about Muslims and other marginalized faith-based, racial, ethnic, and cultural groups in the United States, with a charitable donation today.

It’s friends and donors like you who help us move forward in our work. Together, we can accomplish a better, more peaceful, more harmonious America for all.