

# YEAR IN REVIEW 2024





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# LETTER FROM OUR EXECUTIVE DIRECTOR

As-Salaamu Alaykum wa Rahmatullahi wa Barakatuhu,

It is with immense gratitude and pride that I reflect on a truly transformative year for The Canadian-Muslim Vote (TCMV). Together, we have taken significant steps in empowering Canadian Muslims to be civically engaged and politically active, while expanding our reach and deepening our impact.

This year, one of our most remarkable milestones was the Beyond the Vote Summit, a powerful gathering of community members, leaders, and changemakers. The summit encouraged meaningful dialogue on civic engagement beyond election days, sparking ideas and strategies to create lasting change in our communities. It was a defining moment that highlighted the collective power of an informed and engaged Muslim voice.

Another highlight of the year was our trip to Palestine. This impactful initiative provided participants with the opportunity to engage deeply with the realities on the ground in Palestine, fostering a profound understanding of global justice issues. For many, this journey was not only educational but deeply personal, reinforcing the importance of civic engagement and solidarity within and beyond our borders. This trip sparked meaningful dialogues at various levels, further emphasizing the power of collective reflection and action.

Building on last year's successful launch of the Civic Leadership Institute, we continued to see incredible growth, we were able to launch the fellowship program in Ottawa and Vancouver. It has quickly become a cornerstone of our work, empowering young Muslims with the tools and confidence to engage meaningfully in

Canadian politics. Witnessing the achievements of our alumni has been both inspiring and affirming of our collective efforts.

Our Get Out the Vote (GOTV) campaigns also remained our mission. This year, we engaged with the community during the Alberta NDP Leadership race, and mobilized them during the LaSalle Federal By-Election and Toronto Mayoral By-Elections, ensuring that the Muslim voice was represented and heard. These campaigns have reinforced the importance of active participation and demonstrated the potential of our collective civic power.

None of these accomplishments would have been possible without the unwavering dedication of our staff, volunteers, and community supporters. Your contributions have been instrumental in amplifying the Muslim voice and fostering a culture of civic responsibility.

As we look to the future, we remain steadfast in our commitment to empowering Canadian Muslims to lead, engage, and inspire. Together, we are building a legacy of leadership, representation, and inclusion that will shape the future for generations to come.

With heartfelt gratitude and du'as for continued success.

**Umair Ashraf**





# OUR STORY SO FAR

## WHO WE ARE

Founded in 2015, TCMV is a national, non-partisan, charitable organization focused on civic engagement within the Canadian Muslim community. With a strong presence across Canada, we conduct Get Out The Vote (GOTV) campaigns, provide educational programming, and foster youth leadership to encourage informed participation in the electoral process. Our organization operates independently of any political party, striving solely to educate, empower, and mobilize Canadian Muslims to exercise their civic rights.

## OUR MISSION

TCMV is dedicated to empowering Canadian Muslims to become actively engaged and informed in civic life. Our mission is to foster political literacy, inspire participation, and support meaningful contributions to Canada's democratic processes. We believe in the power of an informed and engaged community to shape a society that values inclusion, representation, and fairness.



## OUR VISION

Our vision is to amplify the Muslim voice across all levels of government, ensuring that Canadian Muslims are represented, respected, and considered in the democratic process. We envision a future where Canadian Muslims contribute actively and confidently to shaping policies that reflect the diversity and needs of our nation.

67

fellows

3

fellowships

75

sessions, events &  
workshops hosted by TCMV

OVER  
15,000

people engaged

## WHERE WE'VE WORKED



GOTV



TCMV Events



Civic Leadership Institute



Community Engagement Events



# OUR WORK

## CIVIC LEADERSHIP INSTITUTE



Empowers Muslims across Canada with the tools and knowledge to engage in civic life beyond voting, through programming like the Fellowship, Little League and regional workshops. The goal is to develop future leaders by providing mentorship, training, and hands-on experience in politics and policy-making. This year we also hosted the "Beyond the Vote" Summit.

## GOTV



TCMV's flagship initiative focuses on mobilizing Canadian Muslims to participate in elections by providing essential information on voter registration, polling dates, and accessible voting options. This non-partisan campaign aims to increase voter turnout and ensure that the Muslim voice is represented in the political process across all elections.

## TCMV EVENTS



TCMV organizes unique events designed to inspire political engagement and leadership within the community. These events connect participants with political representatives and community leaders to foster dialogue & action, and create an open space to ask questions.

## COMMUNITY ENGAGEMENT EVENTS



TCMV actively participates in community gatherings such as conferences, exhibitions, community iftars, and non-partisan civic events. These engagements allow TCMV to build relationships, spread awareness of civic engagement, and highlight the importance of Muslim representation in public life.





# CIVIC LEADERSHIP INSTITUTE

The Civic Leadership Institute is a transformative initiative that empowers individuals within the Muslim community to take on leadership roles and actively engage in civic life. It focuses on fostering a deeper understanding of the political landscape in Canada and equipping participants with the skills to drive meaningful change in their communities. By emphasizing leadership, education, and civic participation, the institute is helping to build a generation of informed and confident individuals who are ready to shape the future and ensure the Muslim voice is heard at all levels of society.



## FELLOWSHIP

The Fellowship targets young professionals and equips them with mentorship, training, and hands on experience in policy-making and political campaigns. This year we had our fellowship in Toronto, Ottawa & Vancouver.

## LITTLE LEAGUE

The Little League engages youth, introducing them to the fundamentals of civic engagement through school partnerships and interactive workshops. We hosted multiple sessions this year for the younger generation.

## WORKSHOPS

TCMV regularly offers workshops to bring youth, educators and community leaders together, to discuss civic engagement strategies. This year we hosted workshops in Toronto, Calgary and Winnipeg.

## BEYOND THE VOTE SUMMIT

The Beyond the Vote Summit was the first ever large scale summit hosted by TCMV. The summit further emphasized sustained engagement in public affairs, encouraging attendees to become active participants in Canada's political discourse.

# FELLOWSHIP PROGRAM

The TCMV Fellowship Program is designed to empower young leaders with the knowledge, skills, and connections needed to excel in civic engagement and political literacy. Fellows participate in dynamic workshops, networking opportunities, and practical activities such as campaign planning and advocacy training. This program fosters the next generation of leaders committed to creating positive change within their communities.

## SESSION TOPICS INCLUDED:

- Canadian Politics 101
- Public Policy
- Communications
- Islam & Politics
- Campaign Management and Political Strategy
- Lobbying
- Community Organizing
- Debate Sessions

## PARTY SIMULATION BREAKDOWN

Throughout the program, fellows participated in the party simulation. It's an immersive exercise designed to bring political concepts to life. Participants step into the roles of political party members, navigating real-world challenges and decision-making processes to deepen their understanding of the Canadian political landscape.

### ACTIVITY

### DETAILS

#### PARTY GROUPINGS

Fellows were placed into party groups and provided with their own mandates.

#### PARTY LEADER

Fellows then ran for party leader and voted.

#### SIGN-UP COLLECTION

Parties worked on signing up supporters that would vote for them.

#### PARTY LEADER DEBATE

Party leaders debated on different topics and supported their mandates, and audience members were able to ask questions.

#### VOTING PERIOD

Voting forms, party platform webpages and the party leader debate video were sent out.

#### FIRST BILL

Governing party proposed a bill to all other parties, debated and voted.



# FELLOWSHIP PROGRAM: HEAR FROM A FELLOW

MARYAM ABOUELELA



## WHY DID YOU JOIN THE FELLOWSHIP PROGRAM?

I joined the TCMV Fellowship because I believe in the importance of Muslim representation in politics. I wanted to participate in a program that would help me understand the Canadian political process. I also wanted to meet like-minded individuals who share the same passion I have for politics and civic life engagement.

## WHAT IS ONE KEY TAKEAWAY FROM THE FELLOWSHIP PROGRAM?

The main takeaway for me is that it's more important now than ever that Muslims get involved in all levels of government since Islamophobia and racism continue to be on the rise. As one speaker put it "if you're not at the table, you're on the table", so we need be a part of making decisions that affect our communities and the larger society.

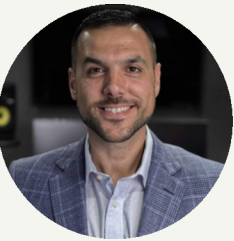
## HOW HAS THE FELLOWSHIP PROGRAM IMPACTED YOUR PERSONAL AND PROFESSIONAL GROWTH, AND WHAT OPPORTUNITIES HAVE YOU EXPERIENCED IN APPLYING WHAT YOU LEARNED AFTER COMPLETING THE PROGRAM?

I have been deeply impacted by the program on multiple levels. On a more personal level, I have stepped outside of my comfort zone by running for party leader and by participating as the only fellow from London without knowing anyone prior. On a professional level, I have expanded my network, deepened my knowledge about the Canadian political system. The Ottawa conference has been an eye opening experience on what it is actually like work on politics. I have left Ottawa, with multiple perspectives and valuable connections in academia, journalism, politics and philanthropy.

# FELLOWSHIP PROGRAM

# SPEAKERS &

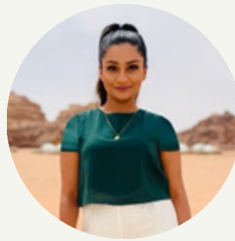
# FACILITATORS



Adam Ibrahim



Ahmad Attia



Ayesha Chughtai



Ahmad Al Qadi



Bilal Cheema



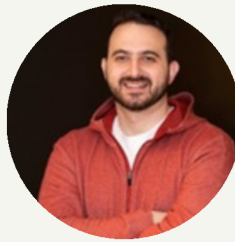
Fatema Abdalla



Haiqa Cheema



Hasan Alam



Husain Aboghodieh



Imam Sikander  
Hashmi



Kazim Habib



Khaled Al-  
Qazzaz



Khalil Jessa



Laveza Khan



Mohamed Dewji



Nauman Khan



Nina Amrov



Sarah Jama



Saleha  
Faruque



Shawn Ullah



Vandana Kattar



Zubair Patel

# BEYOND THE VOTE SUMMIT

The Beyond the Vote Summit was a transformative event aimed at inspiring and equipping attendees to engage in civic life beyond just voting. Featuring expert panels, interactive workshops, and networking opportunities, the summit explores topics such as community organizing, policy advocacy, and leadership development. It empowers participants to envision and take actionable steps toward a more inclusive and impactful role in shaping Canada's democratic landscape.

**"I LOVED MEETING PEOPLE FROM ALL DIFFERENT WALKS OF LIFE ALL COMING TOGETHER TO HELP MUSLIMS FORM A MORE COHESIVE POLITICAL FRONT TO UPLIFT AND BETTER THEMSELVES"**





# 9/10

When asked "The summit provided sufficient networking opportunities with fellow attendees and community leaders."

# 88%

When asked "The networking sessions allowed me to make valuable connections for my civic and professional interests."

# 9/10

When asked "After attending the summit, I feel more confident in my ability to get civically involved in my community."

# 92%

When asked "I expanded my network and made valuable connections during the summit."

# 88%

When asked "The summit helped me feel more prepared to advocate for issues affecting the Muslim community."



## DAY 1

### **Empowering Change: Muslim Representation in Politics, Media, and Governance**

We started the summit by discussing the essential role of Muslim leaders in shaping a more representative political landscape. With insightful talks and engaging discussions, we explored the growing need for diverse voices in governance, media, and policy-making.

## DAY 2

### **Creating Connections: Collaborative Approaches to Community Organizing**

Day two was all about unity and collaboration. Attendees learned how to forge strong alliances, foster networks, and use partnerships effectively for community organizing. The focus was on collective action as the foundation for lasting change.

## DAY 3

### **The New Era of Muslim Representation: Opportunities and Challenges in Politics and Civic Engagement**

On the final day, we looked forward to the evolving opportunities and addressed challenges in Muslim representation. Together, we discussed ways to address barriers and seize new opportunities to strengthen our voice and build a just, inclusive society.











# GOTV

The Get Out the Vote (GOTV) campaign is TCMV's core initiative aimed at increasing voter turnout within the Canadian Muslim community. Since its inception, TCMV has mobilized thousands of Muslim voters during federal, provincial, and municipal elections. The GOTV strategy includes grassroots outreach, voter education workshops, mosque visits, and door-to-door canvassing. During the 2022 Ontario Provincial Election, TCMV made over numerous touchpoints, ensuring Muslim communities across Ottawa, London, Thunder Bay, and the GTA were informed and ready to vote.



## MISSISSAUGA MAYORAL BY-ELECTION

During the Mississauga Mayoral By-Election, the campaign highlighted the impact of local leadership on issues like housing and public services, encouraging Muslims to make their voices heard at the municipal level. The team conducted interviews with all the leaders and distributed flyers at local mosques, businesses & community events.

## FEDERAL LASALLE BY-ELECTION

In the Lasalle By-Election, TCMV engaged with local Muslim leaders and residents, emphasizing the importance of representation in smaller municipalities. The team attended community events & local mosques to encourage voting in this by-election and showcasing the impact the muslim community can have.

## NDP LEADERSHIP RACE

In Alberta, TCMV partnered with YEG Votes and touched on the NDP Leadership Race, where the team engaged and learned from the muslim voters and listened to the potential leaders and their stances.





# TCMV-ORGANIZED EVENTS

TCMV hosts a variety of events designed to engage and empower the community. These events provide a platform for Canadian Muslims to network with politicians, community leaders, and like-minded individuals, fostering a stronger sense of civic responsibility and political engagement. They aim to inspire attendees by showcasing successful examples of Muslim leadership and activism. By creating spaces for learning and networking, TCMV fosters a culture of civic responsibility and empowerment.



## WOMEN IN POLITICS

Women in Politics was a panel style event that provided a platform for women leaders to share their experiences and inspire others.

The focus on amplifying the voices of Muslim women in leadership roles and fostering gender diversity in Canadian politics.

## PALESTINE TRIP

The Palestine trip organized by TCMV offered participants an opportunity to explore and engage with the rich cultural and historical significance of the region. This unique experience was designed to promote education, community building, and gain a deeper understanding of the historical narratives, fostering a sense of connection and reflection.

## SESSIONS & WORKSHOPS

Sessions & workshops like the Journey of Active Citizenship session focuses on the steps individuals can take to build a more inclusive and representative democracy. The workshops provides participants with practical tools and strategies to increase their civic involvement and engage with elected officials effectively.

# JOURNEY TO JORDAN & PALESTINE



From January 13-19, 2024, The Canadian Muslim Vote (TCMV), alongside representatives from NCCM, Islamic Relief, IDRF, and the Palestinian Coalition, embarked on a transformative trip to Jordan and Palestine. Joined by Members of Parliament Salma Zahid (Lib), Heather McPherson (NDP), Shafqat Ali (Lib), Lindsay Mathyssen (NDP), and Matthew Green (NDP), the delegation witnessed firsthand the humanitarian crisis affecting Palestinian communities. Engaging with local partners and refugee organizations in Jordan, the group observed the immense strain on support systems and heard powerful stories of displacement and resilience. In Palestine, divided groups explored Hebron (Al Khalil), Bethlehem, Jenin, and

Ramallah, confronting the realities of systemic hardship, segregation, and the devastating impacts of conflict.

This experience reinforced the urgency of civic engagement and the importance of amplifying untold stories. Despite logistical challenges, the delegation remained committed to fact-based reporting and advocacy. The emotional toll was profound, leaving participants deeply moved and more determined than ever to raise awareness and work toward meaningful change.



# WHAT THE MP'S HAVE TO SAY



## SALMA ZAHID

Lib. (ON) - Scarborough Centre

"The week of January 13, I had the honour of joining the hon. member in visiting the West Bank, Israel and Jordan. I had heard about illegal settlements for a very long time, but I saw the scope of the illegal settlements and the dehumanization that Palestinians face in their lives every day. I was in Bethlehem at the Aida refugee camp, where I spoke directly with families. I heard from them that, every night, they sleep with the fear that someone might raid their houses. Men tell their wives and daughters not to take their hijabs off because someone might enter. They are facing dehumanization every second, so it is very important that Canada recognize those settlements as illegal."

## HEATHER MCPHERSON

NDP (AB) - Edmonton Strathcona

"In January, I travelled to the West Bank, East Jerusalem to Jordan, to meet with Palestinian families, to meet with progressive Israeli groups and humanitarians to understand what they were feeling during this terrible crisis. I have worked in many difficult contexts in my career, and this was the most devastating I have ever seen."

"I am going to tell a story now. It is very difficult, but it is important that we tell it. Six-year-old Hind Rajab was with family members as they attempted to flee Israeli forces and their car came under fire in Gaza City. Her family members were killed.

Hind was trapped in the vehicle and surrounded by her dead relatives. She managed to reach the emergency hotline of the Palestine Red Crescent. "I'm so scared, please come" were some of the last words she said in a call to rescuers.

For three hours she pleaded with the Red Crescent for help, as the aid workers waited to be given permission by Israel to access Hind's location. Hind was afraid of the dark. The ambulance was finally granted permission from Israel, but once it got close to her location it came under fire. The ambulance was found days later, only metres away from Hind's family's car, the ambulance crew dead. Six-year-old Hind died alone in that car afraid, surrounded by the bodies of her dead relatives.

"I'm so scared, please come", she said, "please come."

I am telling members this story today because none of us can say that we did not know. We do know. The failure of Canadians to face this horror is shameful. It is not political inaction, but complicity, and it does not have to continue."



*\*Sourced from House of Commons Canada Hansard*



## SHAFQAT ALI

Lib. (ON) – Brampton Centre

“Along with our colleague Salma Zahid, we had an opportunity to visit Palestine. We heard the stories on the ground of what the people are going through. It's from both sides. Human lives are being lost. It's a human tragedy. Here at home, Islamophobia, as you rightly said, and anti-Semitism are on the rise. Our Conservative friends are exploiting the situation rather than bringing people together. I agree with you that we should not be using this as a political issue. This is a human tragedy. We should, first of all, all come together to call for a ceasefire and try to make every effort to save lives in Gaza, Rafah and Sudan.”

## LINDSAY MATHYSEEN

NDP (ON) – London – Fanshawe

“Many people know that, two months ago, I visited East Jerusalem and the West Bank. I went because of my constituents. In London, we are so lucky to have one of the largest communities of Palestinian Canadians, but I see the pain in their eyes and I hear the desperation in their voices when they ask me to help get their families out of Gaza.”

“I can honestly say that the trip was one of the hardest things I have done, but it was also one of the most important. I visited refugee camps with families who had lived there for generations; families who still hope for a day when they can be reunited with their loved ones, returning to their former homes on their land; and families who live in villages where every single building is riddled with bullet holes, where the infrastructure and the people are attacked daily. I have never experienced such systematic dehumanization. I have never seen what many human rights groups call a system of apartheid. I saw injustice, despair, poverty and generational trauma. I also saw children playing with such innocence and joy, and I will never forget their beautiful faces. I was greeted by people who were so generous with what little they had. They invited me into their homes with incredible kindness. However, they carry unimaginable trauma. They have seen an incredible amount of violence. The reality of living in a refugee camp, where death and destruction permeate everything they know, is untenable. I spoke to young people at the UNRWA school in Amman, who asked their teachers why they were being taught about human rights when they would never know them. I must never forget what I witnessed, and I will never stop fighting for their future and for their human rights.”



*\*Sourced from House of Commons Canada Hansard*





## MATTHEW GREEN

NDP (ON) - Hamilton Centre

"Madam Speaker, today, November 29, marks the UN International Day of Solidarity with the Palestinian People, so I offer to the House, and all Canadians committed to justice and peace, the following reflection:

Every bombed village is my hometown, And every dead child is my child. Every grieving mother is my mother. Every crying father is my father. Every home turned to rubble is the home I grew up in. Every brother carrying the remains of his brother across borders is my brother. Every sister waiting for a sister who will never come home is my sister. Every one of these people are ours, Just like we are theirs. We belong to them and they belong to us."

*\*Sourced from House of Commons Canada Hansard*





# COMMUNITY ENGAGEMENT EVENTS

In addition to organizing its own initiatives, TCMV actively participates in community events across Canada to build relationships and spread its message of civic engagement. These engagements allow TCMV to connect with diverse segments of the Muslim community, raise awareness about the importance of voting, and build partnerships with other organizations working toward similar goals.



## RAMADAN EXPO & IFTARS

TCMV had a strong presence at large gatherings such as Ramadan Expos and Community Iftars, where the team engaged with attendees, provided voter information, and encouraged civic participation.

## PRESENTATIONS

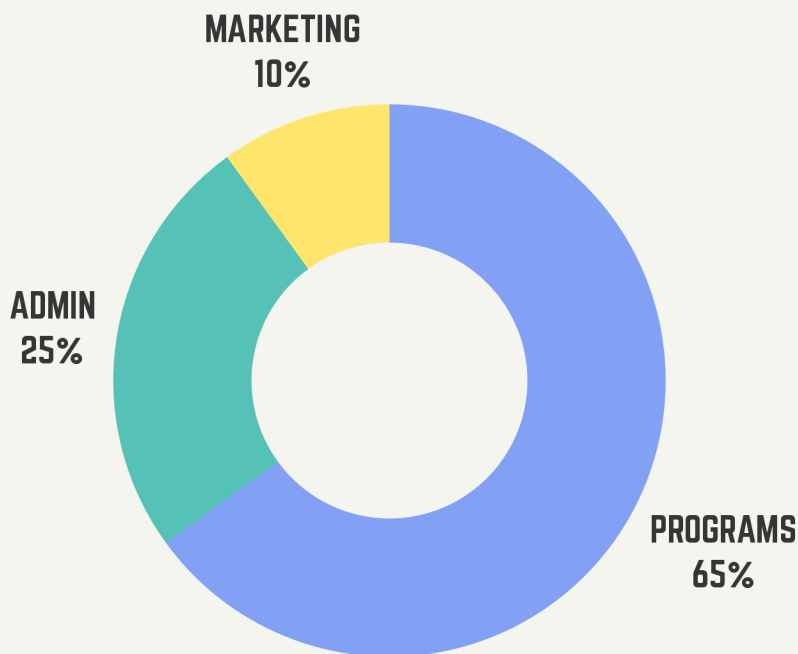
Events like Muslimahs at Toronto City Hall highlighted the need for Muslim representation in municipal government, while TCMV's presentation at Justice for All's Next Gen Sessions focused on inspiring the next generation of leaders to be politically active.



# FOLLOWING YOUR DONATIONS

## SEE HOW YOUR \$1 IS SPENT

follow your dollar and see how it is used to support TCMV's efforts



### 2023

Revenue:

**219, 260**

Expenses:

**218, 028**

### 2022

Revenue:

**200, 623**

Expenses:

**304, 421**

At The Canadian Muslim Vote (TCMV), every dollar we receive fuels meaningful change. 65% of our funds are dedicated to community programming that empowers Canadian Muslims to become active participants in democracy. This includes initiatives like the Get Out the Vote (GOTV) campaigns to increase voter turnout, the Civic Leadership Institute to train future political leaders, and much more. These programs strive to amplify the Muslim voice, promote political literacy, and foster civic responsibility across generations.

25% of our budget supports essential administrative operations that sustain our impactful work. As a small but growing charity, we recognize that administrative costs can initially take up a larger portion of the budget to build the foundation necessary for long-term success. These investments in infrastructure and organizational capacity enable us to scale and serve our community more effectively.

10% of our funds

are invested in marketing and outreach to ensure our message reaches every corner of the community and beyond.

By donating, you're not just supporting an organization—you're investing in a future where Canadian Muslims are empowered, engaged, and heard. Join us in building a more inclusive democracy!

# OUR GOALS

## 1. SPREADING EDUCATION & RESOURCES

TCMV will prioritize spreading political education and civic resources across Canada. We plan to host workshops, interactive sessions, and community events designed to simplify the political process and make civic engagement more accessible. Additionally, we aim to develop a comprehensive online resource hub where individuals can access trusted information on voting, political literacy, and civic participation. Our goal is to create a supportive learning environment that fosters confidence and active participation within the Muslim community.



## 2. EXPANDING FELLOWSHIPS TO NEW CITIES

Building on the success of our Civic Leadership Fellowship, we plan to expand the program beyond the three cities where it has already been implemented. Our vision is to launch fellowships in new regions across Canada, while continuing to strengthen the program in the existing cities. By growing our fellowship network, we aim to cultivate a national cohort of emerging Muslim leaders who are equipped with the knowledge, skills, and connections to influence public policy and serve their communities effectively.





# OUR GOALS



## 3. FEDERAL ELECTION PREPARATION

As we approach the 2025 federal election, TCMV will focus on preparing the community to participate fully in the democratic process. Our efforts will include voter education campaigns, outreach initiatives, and informational sessions to ensure Canadian Muslims are informed, registered, and ready to vote. We aim to significantly increase voter turnout by helping individuals understand the power of their vote and providing them with the resources to make informed and confident choices at the ballot box.



## 4. EXPANDING SOCIAL MEDIA & COMMUNITY ENGAGEMENT

We will amplify our presence on social media to reach more individuals and foster deeper community engagement. By enhancing our digital content, interactive campaigns, and online discussions, we aim to engage younger audiences and build an online community that is both informed and motivated to act. Our goal is to create a dynamic and engaging digital presence that connects with diverse audiences and inspires them to become active participants in shaping Canada's future.