

THE
CANADIAN -
MUSLIM
VOTE



2025

TCMV IMPACT REPORT

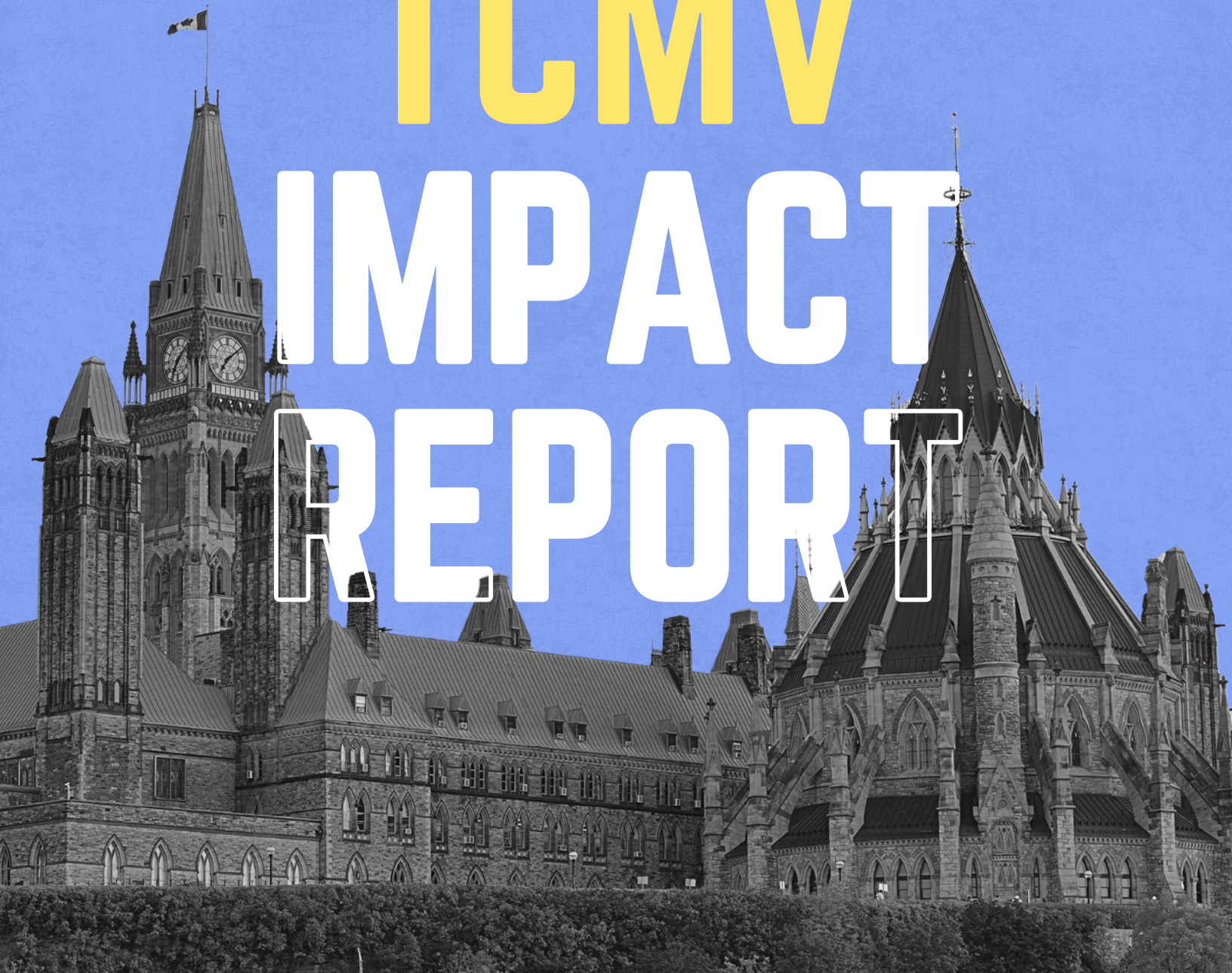


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QUICK STATS

TCMV continues to build a future where every Muslim feels informed, represented, and confident in using their voice. Our efforts span coast to coast, reaching mosques, campuses, and community spaces in every major region of the country. These numbers reflect more than our reach, they represent a growing movement of civic awareness, leadership, and unity within the Canadian-Muslim community.



The Canadian-Muslim Vote (TCMV) is a national, non-partisan, and charitable organization dedicated to increasing civic engagement and political literacy within the Muslim community across Canada. Since 2015, TCMV has worked to educate, engage, and empower Muslims to participate fully in Canada's democratic process. Through Get Out The Vote campaigns, youth leadership programs like the Fellowship and Little League, educational initiatives, and community events, TCMV continues to build a future where every Muslim feels informed, represented, and confident in using their voice.



41 EVENTS ATTENDED & HOSTED

The team hosted and attended a combination of over 41 events throughout the year, maximizing our community engagement.



17 FELLOWS

This year, the focus was to curate and cultivate the fellow experience. This year's fellows gained a curated experience tailored to their personal growth and development.



5 LITTLE LEAGUES

The team led 5 little league programs over the summer to a variety of age groups to introduce them to civic engagement at a young age.



6 ELECTIONS WORKED ON

The team developed content and worked on over 6 elections that took place this year. We ensured that our community was aware, involved and supported.

COMMUNITY ENGAGEMENT & EVENTS

This year the team worked on making sure TCMV was present at as many events and workshops as possible.

OMNI INTERVIEW

Gave an Interview on voting and the upcoming elections.

TD PRESENTATION

Presentation on the national day of remembrance on the importance of getting involved.

TRANSNATIONAL ROUND TABLE

Attended a round table conversation on Islamophobia.

YORK MSA IFTAR

The Executive Director delivered a speech on civic engagement to over 100+ people.

RAMADAN CHRONICLES

The team engaged the community at this Islamic Relief event.

TORONTO CITY HALL IFTAR

Invited by Mayor Chow's Office to share TCMV's perspective on Toronto civic engagement.

UW WATERLOO WORKSHOP

Delivered a Politics 101 workshop highlighting the importance of civic and political engagement.

LAURIER CLASS

Delivered a Politics 101 workshop encouraging students to get involved in civic and political life.

MYPO OTTAWA EVENT

Collaborated with MYPO on a workshop focused on the federal election and the importance of getting involved.

Q&A SESSION WITH PICKERING MOSQUE

Educational session led by TCMV, Ibrahim Hussain and Mufti Abdul Munnan.

ROLE OF IMAMS AND MASAJIDS

TCMV led a workshop to educate and prepare voters for the 2025 election.

DEMOCRACY XCHANGE EVENT

Engaged in conversations on democratic participation and civic engagement.

YOUNG POLITICIANS OF CANADA

Engaged with the Young Politicians of Canada to strengthen connections with emerging political leaders.

2ND TORONTO MUSLIMS FORUM BY IRSS

Led a planning session with the Muslim community on increasing civic engagement and participation.

SEEDS CONFERENCE

Delivered programming on civic engagement and practical tools for municipal politics, including supporting participants in engaging with municipal council.

2025 ELECTION WORK

In 2025, The Canadian-Muslim Vote remained at the forefront of civic engagement by supporting communities through several key elections across Canada — including the Liberal Leadership Race, the Ontario Election, the Federal Election, the Alberta Municipal Election, the Poilievre Alberta By-Election, and the BC Greens Leadership Race. Through localized voter education, digital campaigns, and grassroots outreach, TCMV helped ensure Muslims were informed, confident, and ready to participate in each democratic process. These efforts strengthened our mission to amplify the Muslim voice and promote meaningful representation at every level of government.



Ontario Election



Liberal Leadership Race



Alberta By-Election



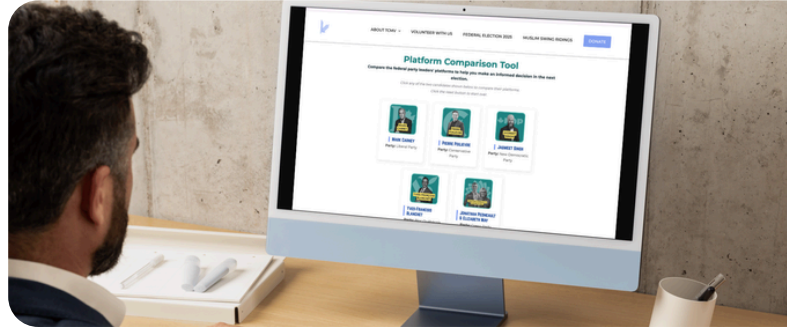
Federal Election



TOP ELECTION INITIATIVES

PLATFORM COMPARISON

To help voters navigate complex party platforms, TCMV developed an interactive Platform Comparison Tool for both the provincial and federal elections. The tool provided side-by-side summaries of party platforms on issues that matter to Canadians, allowing users to compare, learn, and decide — all in one place.



PERSONALIZED RIDING PDF

Ahead of the Ontario and Federal elections, TCMV launched its Personalized Riding tool to empower voters with localized information. Community members completed a short form to receive personalized details about their riding — including which party is likely to win, who won the last election and information on what a swing riding is. This initiative helped hundreds of Muslims make informed, confident decisions at the ballot box.

CANVASSING

Our dedicated volunteers reached Muslim households across the country through targeted canvassing efforts. We visited mosques, community events, and neighbourhoods to share information about voter registration, advanced polls, and election dates — ensuring no voice was left unheard.



MARKETING

Through multiple marketing initiatives, TCMV launched dynamic campaigns across social media to raise awareness about upcoming elections. From video explainers and infographics to influencer collaborations and live Q&A sessions, our digital outreach generated millions of impressions and fostered civic conversations within the Muslim community.

ONTARIO ELECTION WORK

VIRTUAL EVENTS

Hosted two online events: one via Instagram Live and another on Zoom. Provided a space for discussions, Q&A sessions, and election-related insights.

WEBSITE UPDATES

Launched an Election Information Hub on the TCMV website, featuring a Platform Comparison Tool.

RIDING PDF

Created a Platform Breakdown PDF, widely distributed through mosques, WhatsApp groups, and our website.

FELLOW RECOMMENDATIONS

We provided many placement recommendations for fellows who were able to work in various campaigns and parties where they gained real world experience.



FEDERAL ELECTION WORK

THE CITIES TCMV CANVASSED IN:



MOSQUE VISITS

We visited mosques in several cities including but not limited to – Toronto, Scarborough, Mississauga, Milton, Pickering, Winnipeg, Cambridge, Ottawa, Surrey, and Vancouver.

QUICK STATS



21 EVENTS ATTENDED



1000+ LIVE CALLS MADE



87 VOLUNTEERS



40 MASJIDS ATTENDED ON GOOD FRIDAY



800 DOORS KNOCKED



32 RIDINGS ACTIVE IN

PARTNERSHIPS DURING ELECTION





OUR PROGRAMS

At The Canadian-Muslim Vote, our mission goes beyond the ballot box, we're investing in the next generation of civic changemakers. Through our Fellowship and Little League programs, we equip young Muslims with the knowledge, mentorship, and confidence to lead in Canada's political and public service spaces.



FELLOWSHIP

Our Fellowship brings together talented young adults for an intensive leadership experience. This year, Fellows completed hands-on training in political literacy, campaign strategy, and public policy. They met directly with policymakers, advisors, and community leaders to understand how decisions are made and how they can make a difference.

**17 FELLOWS
SELECTED**

**10+ EXPERT FACILITATORS
AND MENTORS**
from public policy, advocacy,
and government sectors

8 WEEKS
of leadership training
and workshops

PILOTING A PLACEMENT PROGRAM

Fellows were connected to internships and political staffer opportunities through TCMV's growing network

Every Fellowship seat represents an investment in a young Muslim voice ready to serve Canada with integrity and excellence.



MARIYA RIDA
2025 FELLOW

Participating in The Canadian-Muslim Vote Fellowship was an incredibly valuable experience that gave me the opportunity to better understand a field I had previously had very little exposure to.

Throughout the eight-week program, I learned about the different levels of government, the bill-making process, and the impact political decisions can have on our communities, while connecting with professionals with firsthand experience in the field. One of the highlights was working with my own political party and preparing for our final debate, which strengthened my public speaking, teamwork, and critical-thinking skills. Most importantly, the fellowship showed me how important it is to stay informed, use my voice, and find meaningful ways to contribute to my community.

”



ZAIN UL ABDIN
2025 FELLOW

I enjoyed and benefited greatly from my time in the fellowship. Throughout the program, I was able to take full advantage of the connections and learning opportunities it offered.

Beyond deepening my understanding of the Canadian political system and encouraging me to become more engaged in civic life at multiple levels, the program also advanced my career by helping me build relevant connections that opened doors to new opportunities for growth.

I would strongly recommend this program to any young Canadian Muslim looking to be at the forefront of community change and progress, while also contributing to the broader good of Canadian civic society, for Muslim and non-Muslim Canadians alike.

”

LITTLE LEAGUE

The TCMV Little League introduces youth to civic engagement in an inspiring and age-appropriate way. Through workshops and interactive simulations, students learn the basics of how governments work, why voting matters, and how youth can shape their communities. This year, we:

Partnered with

**5 ORGANIZATIONS
AND MOSQUES**

Engaged over

**300 YOUTH IN CIVIC
EDUCATION ACTIVITIES**

Piloted a program for
**YOUNGER CHILDREN
AGES 3-6**

With every session, we're nurturing informed, confident, and civically active youth who will shape Canada's future.



WHY THIS WORK MATTERS

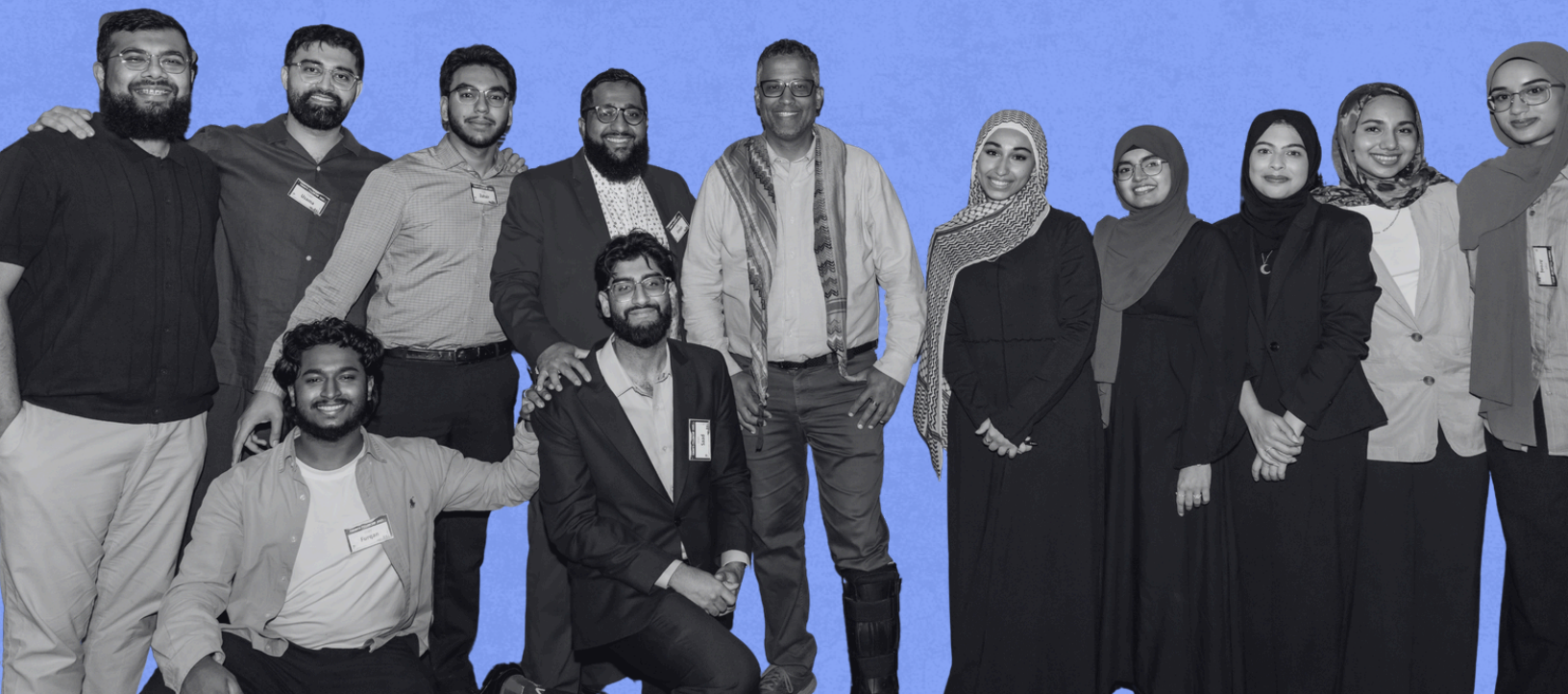
Civic education is the foundation of lasting change. The Fellowship and Little League programs build confidence, bridge barriers, and open doors, creating a pipeline of Muslim leaders ready to represent their communities in every level of public life.

Your support makes this possible. Each donation helps train a Fellow, reach a classroom, and inspire a new generation to serve with purpose.

MARKETING

This year, the marketing team worked to bring civic engagement to life through creative campaigns, educational storytelling, and community-driven content that reached thousands across Canada.

From powerful videos to engaging digital campaigns, every piece of content we produced shared one message: your voice matters.





MARKETING WORK HIGHLIGHTS

NEW “ABOUT TCMV” VIDEO

We launched a refreshed brand video that tells the story of who we are, our mission, our people, the work that we do, and why Muslim civic engagement matters now more than ever.

VIRAL GOTV VIDEO

Our “Get Out The Vote” video became one of our most-shared pieces of content to date, reaching record views and sparking conversations about Muslim representation at the ballot box.

EDUCATIONAL CAMPAIGNS

We curated unique, accessible campaigns like “What Happens If...” and “Let’s Debunk” to simplify complex civic and political topics, breaking down misinformation and empowering followers to engage with confidence.

CULTURAL STORYTELLING

During Islamic History Month, our post on Muslim Heritage in Canada became one of our top-performing pieces, celebrating the long-standing contributions of Muslim Canadians to this country’s fabric.

WEBSITE REVAMP

We supported the design and launch of TCMV’s new website, a modern, accessible digital home for political education, leadership programs, and event registration.

COHESIVE ELECTION BRANDING

For every provincial and federal election, our team ensured a unified, professional brand presence across all materials — from videos and posts to canvassing kits and print collateral — establishing TCMV as a trusted, recognizable civic brand.

DELEGATION TO PALESTINE

On December 16, a parliamentary delegation hosted by TCMV attempted to enter the West Bank through the Allenby Crossing. All delegates had complied with Israeli requirements, including pre-approved Electronic Travel Authorizations, yet the delegation was denied entry.

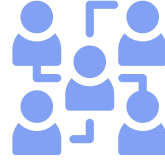
The delegation has now returned to Canada with important experiences and insights to share.





6 CANADIAN MPS

Jenny Kwan, Iqra Khalid, Fares Al Soud, Sameer Zuberi, Gurbux Saini, Aslam Ranall



24 COMMUNITY DELEGATES

from organizations including: NCCM, Islamic Relief Canada, HCI, Penny Appeal Canada, ICNA Relief, CMHN, Justice for All

PURPOSE OF THE TRIP

- Visit the West Bank to understand realities on the ground
- Engage with Jewish, Muslim, and Christian families
- Gain firsthand insight into the humanitarian and political context

ACTIVITIES IN JORDAN

- Meetings with the Canadian Ambassador and diplomatic staff
- Discussions with Jordanian parliamentarians
- Briefings from Islamic Relief, UNRWA, and UNHCR



HUMANITARIAN FIELD VISITS

- Site visits to humanitarian projects led by Islamic Relief
- Conversations with families displaced for generations, some since the 1960s
- Deeper understanding of long-term displacement and humanitarian challenges

OUTCOME

While the delegation was denied entry to the West Bank, the visit reinforced the importance of firsthand engagement, humanitarian awareness, and informed dialogue.



FUNDRAISING & DONOR RELATIONS

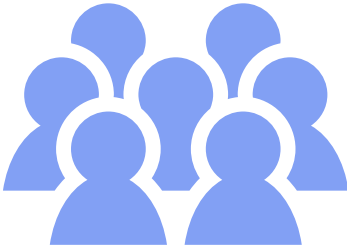
Strengthening Our Foundation

Our community of donors continues to power every program, campaign, and initiative at TCMV. This year, we made major strides in strengthening donor relationships, increasing transparency, and diversifying our funding streams to ensure long-term sustainability.

With your support, we expanded our programming, reached new regions, and deepened our impact nationwide.



FUNDRAISING HIGHLIGHTS



COMMUNITY DRIVEN GIVING

We raised over \$650K through individual and community donations.

NEW DONOR & PARTNERSHIPS

We welcomed 50+ new donors and 20+ community partners who joined our mission to amplify Muslim civic voices.



STRONGER DONOR ENGAGEMENT

Introduced regular donor updates, personalized impact reports, and one-on-one meetings to keep our supporters connected and informed.

SUSTAINABLE GROWTH

Laid the foundation to reach our three-year fundraising goal of \$1 million by 2025 through grants, partnerships, and recurring donor programs.



UPCOMING PROJECTS

Investing in the Next Chapter of Muslim Civic Leadership

The Canadian-Muslim Vote is building on a decade of impact and with your support, we're ready to expand our reach, innovate our programs, and continue empowering Canadian Muslims to lead, vote, and shape our democracy.



BELOW ARE KEY INITIATIVES WE'RE EXCITED TO LAUNCH AND GROW IN THE COMING YEAR:



THE LAUNCH OF THE TCMV LIBRARY – A DIGITAL HUB FOR CIVIC LITERACY

We're developing the TCMV Library, an online platform that will serve as a comprehensive resource hub for civic education.

It will feature articles, tool-kits, and interactive activities to help individuals of all ages learn how to register, vote, volunteer, and even run for office.

YOUR SUPPORT WILL HELP US:

- To continue to build and launch the platform nationwide
- Create accessible, multilingual learning materials
- Recruit mentors and contributors across Canada

Goal: \$25K needed to complete the build and launch by 2026

EXPANDING THE FELLOWSHIP AND LITTLE LEAGUE PROGRAMS

Following the success of our inaugural Fellowship and Little League cohorts, we're expanding both programs to reach even more young Muslims across Canada.

NEXT STEPS:

- Double the number of Fellows trained annually
- Partner with more universities, schools, and community centres
- Introduce new streams focused on public policy, media, and advocacy

Goal: \$150K to fund 2 additional cohorts and national expansion





NATIONAL EVENTS AND COMMUNITY ENGAGEMENT

We're bringing people together through galas, networking events, and civic conversations that connect Muslim Canadians with political and community leaders.

PLANNED EVENTS INCLUDE:

- Women in Politics Series — spotlighting Muslim women who are shaping Canada's civic landscape
- Annual Gala & Fundraising Dinner — uniting donors, community members, and public officials
- Local Civic Dinners and Townhalls — fostering dialogue at the grassroots level

Goal: \$150K to host events in five major regions across Canada

SUSTAINING GROWTH AND BUILDING CAPACITY

To sustain our programs and ensure long-term impact, TCMV aims to strengthen its operations by growing staff capacity, expanding volunteer networks, and enhancing donor engagement systems.

YOUR SUPPORT HELPS US:

- Build teams in new regions (Montreal, Alberta, BC)
- Offer professional development for staff and volunteers
- Increase transparency through improved reporting and impact measurement

Goal: \$150K to support national operations and capacity building



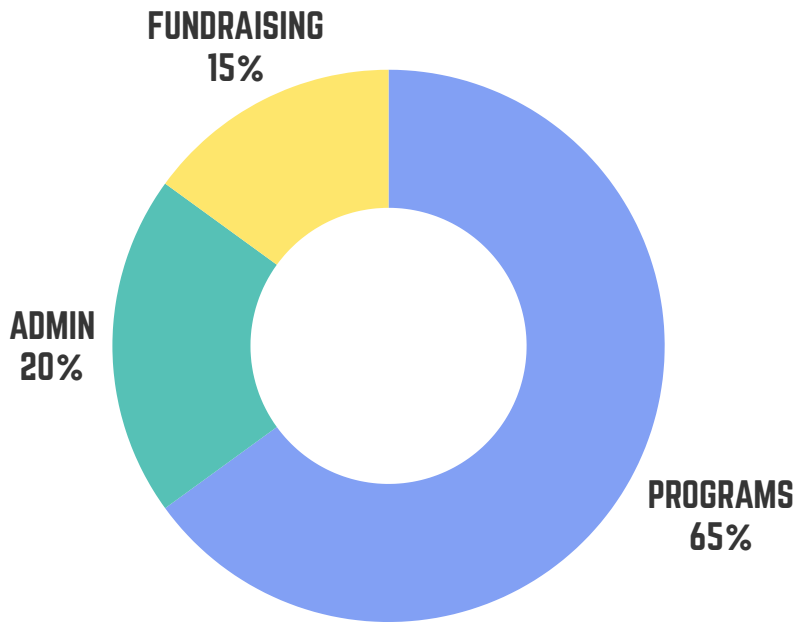
Your investment will power the next generation of Muslim civic engagement from classrooms to campaign offices, and from digital spaces to Parliament Hill. Together, we can amplify the Muslim voice and ensure every Canadian Muslim feels empowered to lead, vote, and serve.

FOLLOWING YOUR DONATIONS



SEE HOW YOUR \$1 IS SPENT

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



2024

Revenue:

527, 212

Expenses:

618, 039

2023

Revenue:

219, 260

Expenses:

218, 028

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.

20% 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.

15% of our funds are invested in fundraising, 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!

THANK YOU TO OUR DONORS

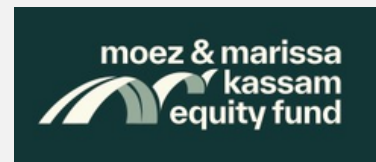


ISLAMIC RELIEF CANADA

Islamic Relief works with communities to strengthen their resilience to calamities, and to provide vital emergency aid when disasters occur. They help the impoverished access basic services, including education, water and sanitation, as well as healthcare. They provide lasting routes out of poverty through their sustainable development schemes. Their integrated approach to progress is transforming communities worldwide. They tackle the root causes of poverty and make sure that the world's most vulnerable people have real influence in both their programs and advocacy.

MOEZ & MARISSA KASSAM EQUITY FUND

The Moez & Marissa Kassam Equity Fund is a private philanthropic foundation created by Moez and Marissa Kassam to support organizations that remove systemic barriers, foster equitable access, and unlock human potential across Ontario and Canada.



JUSTICE FOR ALL CANADA

Justice For All Canada is a Canadian not-for-profit human rights advocacy organization that supports persecuted Muslim and Indigenous communities, as well as other religious and ethnic minorities facing oppression. The organization works to challenge state-level Islamophobia, discrimination, and genocidal crimes through education, community mobilization, public policy, and advocacy. With consultative status at the United Nations and registration under Lobbyists Canada, Justice For All Canada engages communities, governments, and international institutions to protect human rights, save lives, and prevent genocide.



NATIONAL COUNCIL OF CANADIAN MUSLIMS

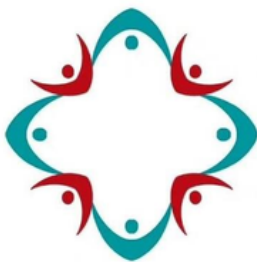
The National Council of Canadian Muslims is an independent, non-partisan, non-profit advocacy organization founded in 2000 by Canadian Muslims in Montreal and Ottawa. The organization works to combat Islamophobia and protect civil liberties through policy advocacy, public education, legal action, and community engagement. Since its founding, NCCM has grown into one of Canada's leading Muslim advocacy organizations, engaging with communities, governments, and institutions across the country.

CANADIAN MUSLIM PUBLIC AFFAIRS COUNCIL

The Canadian Muslim Public Affairs Council is a Canadian non-profit advocacy organization that works to combat structural Islamophobia and advance the interests of Muslim communities. The organization works to mobilize communities, engage decision-makers, and influence public policy through community engagement, advocacy, political lobbying, and research-backed initiatives.



CANADIAN MUSLIM
PUBLIC AFFAIRS
COUNCIL



CANADIAN MUSLIM HEALTHCARE NETWORK

The Canadian Muslim Healthcare Network (CMHN) is a growing network of Muslim healthcare professionals, including doctors, dentists, pharmacists, nurses, and allied health professionals, committed to strengthening the Muslim community's voice within Canada's political system. Through political engagement, education, advocacy, and relationship-building, CMHN empowers its members to contribute to meaningful change and ensure the concerns of Muslim Canadians are heard.

SUPPORTERS



