



A personal appeal

I receive hundreds of letters a day from students, teachers, and diversity trainers telling me how much ING presentations and training seminars have improved their understanding of Muslims and their faith and how much they value the work of ING not only for building mutual trust



among all Americans but also for meeting educational needs that relate to Islam and Muslims in schools and public institutions. And in the context of 24/7 coverage of Muslims in the media, where the narrative is mostly focused on extremism, it is incumbent upon American Muslims and their allies to counter that narrative through education and community engagement. This is where ING comes in, and what we're dedicated to: Islamic literacy and interfaith engagement.

Now, after 20 years of service to the community in 21 states where our presentations and other materials are used, we want to expand to all 50 states and 200 regions around the country and to establish these organizations as American Muslim institutions. To do that, we are building a stable financial base that ensures that our children live in a world of intercultural understanding, mutual respect, and peace. To this end, we have established an endowment or, to use the Arabic term, a *waqf*.

I invite you to join me in laying a solid foundation for our work today and for the coming generations. Please invest today in the ING endowment by going to <http://www.ing.org/donate-now>. As explained below, a percentage of your contribution will go towards current expenses until the endowment is built to a certain amount.

Below are answers to some questions I have been asked concerning this effort. Please feel free to contact me directly at mail@ing.org if you have additional questions. Thank you.

Maha Elgenaidi | CEO and Chairman

What is an endowment?

While an endowment might be a new idea for the American Muslim community, it is an idea with deep and long-standing roots in Muslim tradition. A *waqf* or endowment was traditionally a means for a charitable organization to pursue and continue its work while providing a continuous reward for the donor. According to hadith, this reward continues even after his or her death. For more information on endowments, visit <http://www.ing.org/endowment>.

Why did ING create an endowment?

For three principal reasons:

- To cut costs by up to 33%.
- To improve ING's efficiency in its operations & stimulate growth by creating a consistent and dependable source of income.
- To expand and institutionalize our work, which is more needed than it was when we first started the organization in 1993. The work itself, especially our work with Muslim youth, is a legacy project that can make a meaningful impact on multiple generations.



ING Speaker delivering an ING presentation

Leave a legacy for yourself or loved ones by visiting <http://www.ing.org/donate-now>.

Cutting costs

One of the most time-consuming challenges for any non-profit organization is the never-ending need to raise funds. This takes away important time and resources from the mission of an organization while wearying the community with endless fundraising efforts, dinners, and initiatives, costing more and more money.

An endowment will secure our financial foundation and *save up to 33%* of our ongoing costs that are currently spent on fundraising.

Improving efficiency; stimulating growth

Having a consistent and dependable source of income allows us to better plan for a future of growth and efficiency. When we know what resources we have, we can plan and execute responsibly and predictably. We know where we're going and how we will get there.

Expanding our work

Islamic literacy and interreligious engagement:

According to two independent polls in 2014, not only do many Americans continue to have negative attitudes toward Islam and Muslims, but these attitudes have actually worsened over the past several years. The Pew Research Institute recently asked respondents to indicate on a scale of 1 to 100 the "warmth" or "coldness" they felt toward certain religious groups, with 1 representing the "coldest" (most hostile) attitude and 100 the "warmest" (most friendly) attitude. Muslims scored the lowest of all groups, with a rating of 40.

A poll by Zogby Associates showed equally disturbing results: the percentage of Americans viewing Muslims favorably has declined over the past four years, from 35% in 2010 to 27% in 2014.

This makes ING's work more crucial than ever.

ING has demonstrably made an impact in countering negative attitudes toward Muslims. For example, our surveys of attitudes before and after ING presentations show that among high school audiences:

- The percentage of those believing that Islam promotes terrorism **fell by 89%.**
- The percentage of those believing that Islam promotes the oppression of women **fell by 75%.**
- The percentage of those recognizing that Muslims have long been a part of the history of the U.S. **rose by 74%.**

Endowment Goals

- First milestone: \$5M by 2015
- Second milestone: \$10M by 2018 (*ING's 25th anniversary*)
- Third milestone: \$25M by 2025

Until we reach our second milestone, the smaller split will go towards operation, the larger towards the endowment. Thereafter, 100% of donations will be deposited into the endowment.

95-5 distribution, unless you direct otherwise:

- **\$5M donor** – The ING endowment is named after their family, with a permanent seat on the endowment board for a family member.
- **\$2.5M+ donor** – An ING program is named after their family, with a permanent seat on the endowment board for a family member.
- **\$1M+ donor** – named endowment founder and "Director," with a seat on the endowment board.

80-20 distribution, unless you direct otherwise:

- **\$500K+ donor** – named endowment founder and "Advisor," with an advisory role to the board, invited to endowment meetings.
- **\$100K+ donor** – named endowment founder and "Pillar," with an advisory role to the board, invited to special endowment meetings.
- **\$50K+ donor** – named endowment founder and "Ally," with an advisory role to the board.

50-50 distribution, unless you direct otherwise:

- **\$25K+ donor** – named endowment founder and "Partner," with an advisory role to the board.
- **\$10K+ donor** – named endowment founder and "Supporter."
- **\$5K+ donor** – named endowment founder and "Friend."
- **\$100+ donor** - named endowment "Founder."

- The percentage of those seeing American Muslims as "Americans like myself" **rose by 40%.**

Our full impact report for 2012-2014 can be found at <http://www.ing.org/impact>. We want to expand this work to reach millions of Americans face-to-face through our affiliates and through online tools for disseminating our content.

Building confidence in Muslim youth:

According to two recent surveys, 50% to 70% of Muslim youth experience harassment in schools, and, according to a 2010 Gallup poll, Muslim youth are least likely to see themselves as thriving and feel less respected and more stressed than other children. These are the reasons why we launched the INGYouth program for Muslim youth, whose goals are to increase young American Muslims' Islamic **LITERACY** to help them respond to frequently asked questions about Islam and to prevent extremism, which is often based on ignorance of authentic religious teachings; to build **CONFIDENCE** in their Islamic identities based on a sound understanding of their faith; and to inspire **ACTION** towards bridge-building between American Muslims and people of other faiths or of no faith.

For more information on the INGYouth program, visit:
[**https://www.ing.org/welcome-to-ingyouth-program.**](https://www.ing.org/welcome-to-ingyouth-program)



ING Speaker delivering an ING presentation

Why doesn't ING just purchase a building?

Creating an endowment is like purchasing a building, but instead of merely housing the ING office, the endowment will generate money for the organization based on halal investments that annually earn between 5% and 12% of the principal, which is held in perpetuity. In other words, the principal is never spent, only the earnings.

What benefits do ING, the donor, and the community derive from the endowment?

Building an endowment where donations are kept in perpetuity and from which we spend only the money we earn from halal investments of the endowment funds has innumerable values and benefits for both the donor and ING, and for the community at large:

Spiritual and material benefits:

For you, the donor:

- Perpetual rewards (*sadaqa jariya*) from God long after you leave this world.
- The opportunity to leave a legacy for yourself or your loved ones.
- The knowledge that your donations become investments that build a base for ING's future as an American Muslim institution, and are not used up just for current operations.

Leave a legacy for yourself or loved ones by visiting <http://www.ing.org/donate-now>.



ING Speaker delivering an ING presentation

For ING:

- Builds a solid financial foundation for the organization.
- Improves our planning and project management because of a predictable budget.
- Saves up to 33% of our costs that would otherwise be spent on fundraising.

For the community:

- Improves perceptions about Islam and Muslims while building interreligious harmony among all Americans. (See ING's latest *Impact Report* at <http://www.ing.org/impact>.)
- Establishes ING as an American Muslim institution.

It's a win-win-win arrangement.

How much should I donate/invest?

As much as you want and feel comfortable doing. Here's what I recommend:

According to several of the largest charitable foundations in the United States and federal government reports, Americans donate an average of 3% to 5% of their adjusted gross income to non-profits.

I am asking you to invest in ING at least 1% of your annual income to help us build the first endowment in America specifically for teaching about Islam and Muslims and increasing religious literacy while building interreligious harmony among all Americans.

Read our latest Impact Report at <http://www.ing.org/impact> on ING's work. We want to continue the benefits of our work where we already have affiliates and to start similar efforts around the country.

We ask that you please make a investment in our work based on the schedule below that encourages support from the broader community while ensuring that any investment is not a hardship. You are of course welcome to invest more. Go to <http://www.ing.org/donate-now>.

- \$100 for students
- \$250 if your income is less than \$50,000/year
- \$500 if your income is between \$50,000 and \$100,000/year
- \$1,000 if your income is between \$100,000 and \$200,000/year
- \$1,500 if your income is between \$200,000 and \$500,000 /year
- \$5,000 if your income is over \$500,000/year



How will my investments be used?

Depending on your level of giving (see side bar on Endowment Goals), your investment will be divided between the endowment and operating expenses until we have raised the second milestone of the endowment. We will notify the community and update you as soon as this milestone is reached.

For more information:

If you wish to receive more information about the endowment or ING,
please contact Maha Elgenaidi directly at mail@ing.org.

Leave a legacy for yourself or loved ones by visiting <http://www.ing.org/donate-now>.