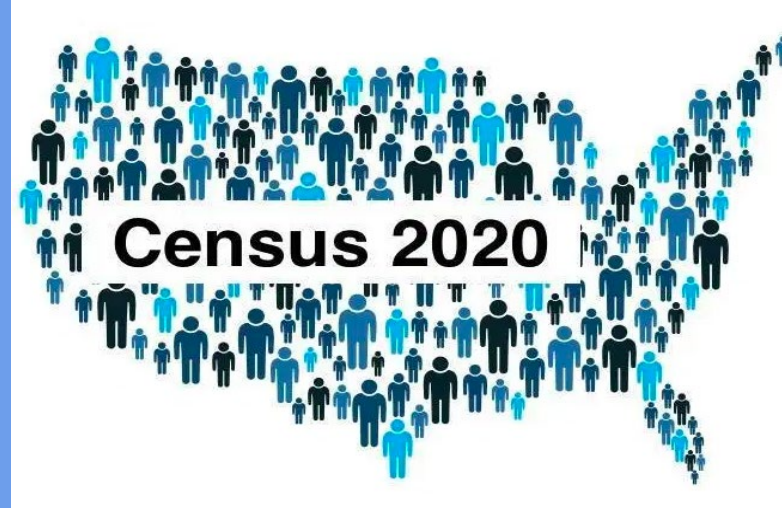


# Faith Communities Count



Ismahan Abdullahi  
Executive Director

Muslim American Society-Public Affairs and Civic Engagement (MAS-PACE)

An estimated 9.6 million live  
in hard to count  
communities\*

\*Advancement Project Research



# Muslim Community

The Muslim community is a not a monolith. We are as diverse as we come

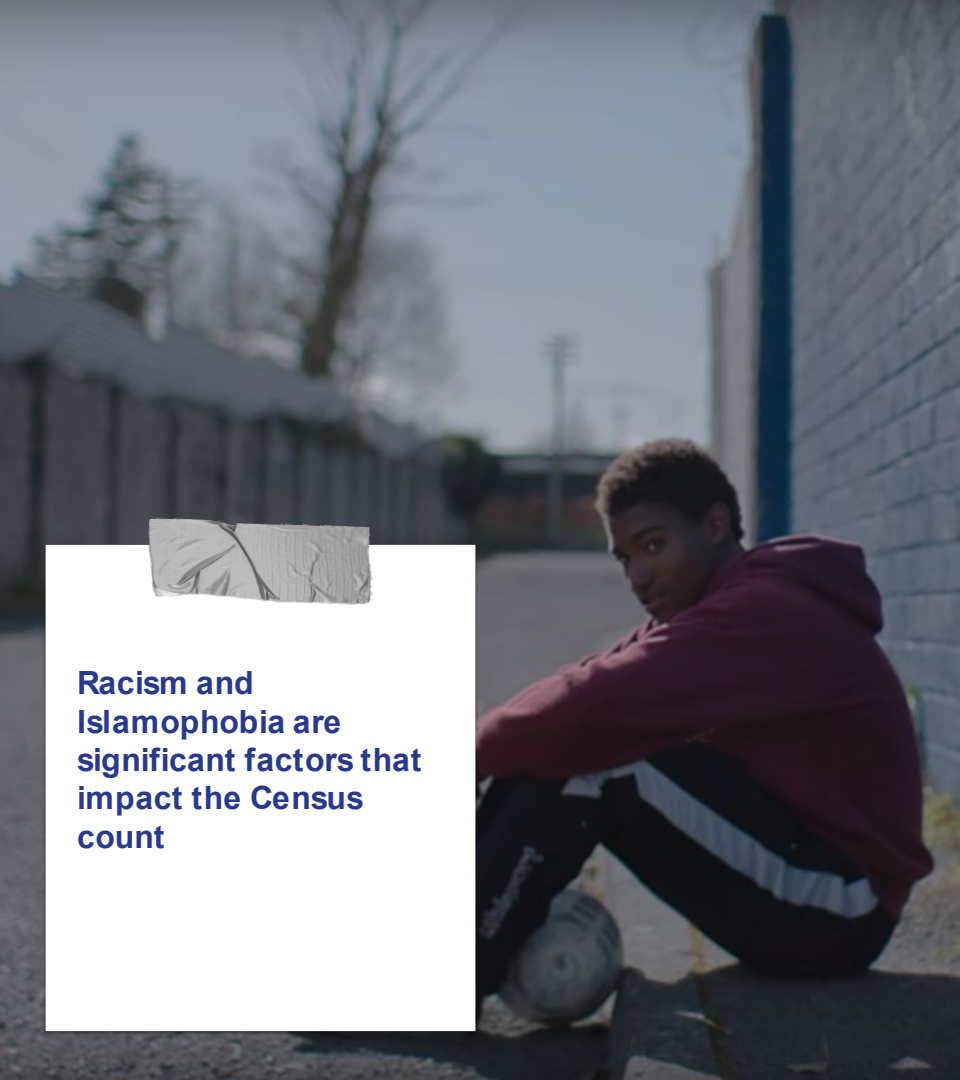
Pew Research Center data indicates:

→ **Estimated 3.45 million Muslims in U.S.**

- ◆ We are 1.1% of the U.S population as of 2017\*

→ **In California alone**

- ◆ We are nearly 1% of the California population, with a significant concentration in Southern California (1 million Muslims in CA)



**Racism and Islamophobia are significant factors that impact the Census count**

# Dealing with Islamophobia

Increase in Hate Crimes

Muslim Ban

Billion-Dollar Industry investing in hate

Immigration policies targeting vulnerable communities

We are a **Resilient Community**  
and we will NOT be invisible

#MuslimsCount  
#WeAllCount



# Reaching our Communities

**We are not invisible. Our voice, our communities matter.**

**Census Bureau is legally bound to keep your information private**

**Your responses cannot be shared with anyone**

**Funding and representation is determined by the census. This means you can build power for your neighbors and yourself**



# Ensuring a Complete Count

## How do we reach our communities?

Phonebanking/ Canvassing

Friday Sermons

Census workshops

Car Caravan Drive

Daily Focus programming

Ramadan Rise in Action Campaign

texting “Medicine in the ice cream” method

Social Media Challenges

Whatsapp Groups

Businesses

In-Language Video

Peer-to-Peer

Podcasts

Slack Channels

Community

# Grassroots Leaders

Imams

Community  
organizers  
and  
advocates

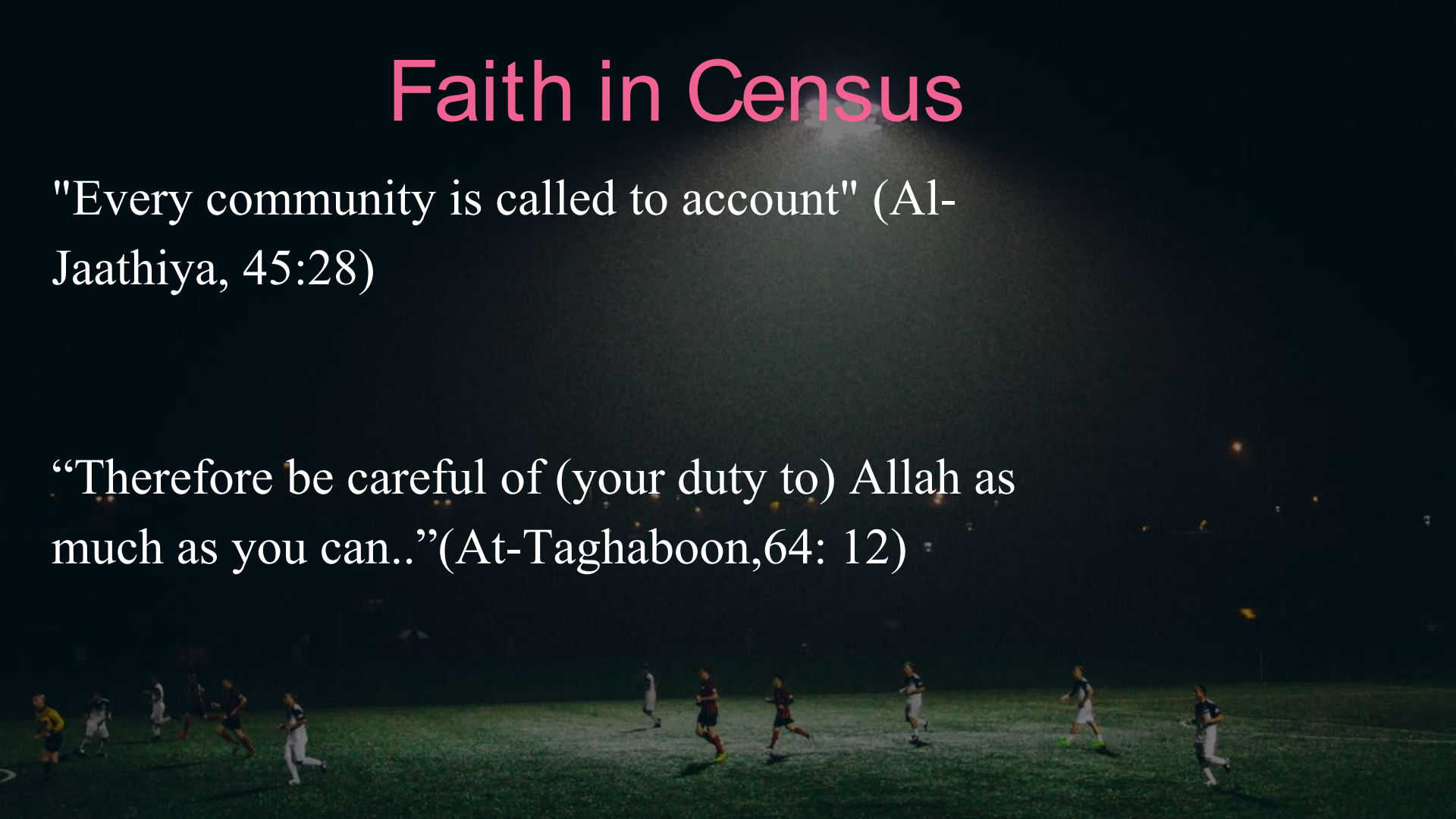
Youth



# Faith in Census

"Every community is called to account" (Al-Jaathiya, 45:28)

“Therefore be careful of (your duty to) Allah as much as you can..”(At-Taghaboon,64: 12)





Thank you