

ANNUAL IMPACT REPORT

2022



TABLE OF CONTENTS

WELCOME MESSAGE	4
VISITING SCHOLARS	6
RAMADAN AT ISNA	8
COMMUNITY CELEBRATIONS	10
PROGRAMS	12
SERVICES	14
ISNA CARES	16
EVENTS	18
POLITICIANS & GUESTS	20
COLLABORATIONS	22
ISNA THINKS NATIONAL	24
THE ISNA FAMILY	26
YOUTH	28
INNOVATIONS & UPGRADES	30
FINANCIALS	32
COMMUNITY PARTNERS	34
THE TEAM	35



WELCOME MESSAGE

Assalamu Alaykum,

Alhamdulillah, 2022 was another incredible chapter in the remarkable journey of ISNA Canada. This year has given us ample reasons to rejoice, look ahead with renewed optimism, and remain steadfast in our commitment to serving our community.

At the core of our work lies a powerful aspiration - a vision that transcends individual achievements, anchoring us in a profound purpose. This vision is grounded in our dedication to fostering a more compassionate, inclusive, and empowered community.

One of the defining features of 2022 was our focus on knowledge and education. Along with our regular weekly classes, we had the privilege of hosting over 20 esteemed scholars from across the world. The diverse topics they covered, from the life of the Prophet ﷺ to character and spiritual development, enriched our understanding of our faith and its profound beauty. We also launched the ISNA Quran Recitation Academy (IQRA) and celebrated the graduation of 67 students in the first term. We hope to leave no stone unturned in our boundless commitment to educational excellence.

Our Eid at the Square celebration was an incredible example of our unity marking the largest Eid gathering in Canada with over 40,000 attendees. This event was not just a celebration but a testament to our shared spirit

and the power of our community coming together.

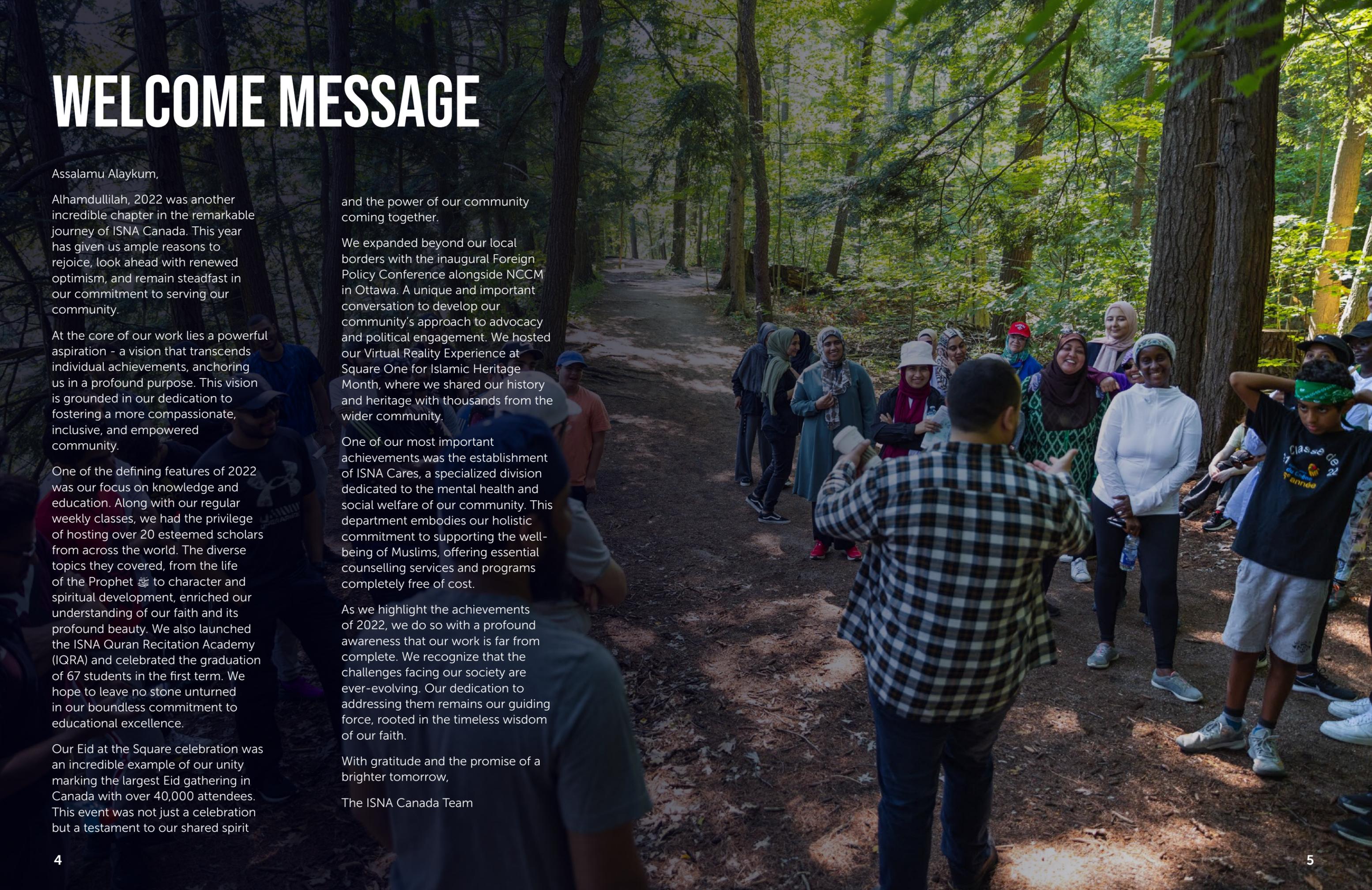
We expanded beyond our local borders with the inaugural Foreign Policy Conference alongside NCCM in Ottawa. A unique and important conversation to develop our community's approach to advocacy and political engagement. We hosted our Virtual Reality Experience at Square One for Islamic Heritage Month, where we shared our history and heritage with thousands from the wider community.

One of our most important achievements was the establishment of ISNA Cares, a specialized division dedicated to the mental health and social welfare of our community. This department embodies our holistic commitment to supporting the well-being of Muslims, offering essential counselling services and programs completely free of cost.

As we highlight the achievements of 2022, we do so with a profound awareness that our work is far from complete. We recognize that the challenges facing our society are ever-evolving. Our dedication to addressing them remains our guiding force, rooted in the timeless wisdom of our faith.

With gratitude and the promise of a brighter tomorrow,

The ISNA Canada Team



VISITING SCHOLARS OF 2022

The year of 2022 was filled with a wide array of programs offered to the Greater Toronto Area community. As the first official year free of COVID-19 restrictions, our team seized the opportunity

to host over 20 scholars from across the globe. Each of these esteemed scholars offered different opinions and perspectives on conversations that fortify our faith. Some of these conversations included the life of the Prophet (peace and blessings be upon him),

the Qur'an, character and spiritual development, and much more.

Scholars such as Imam Siraj Wahhaj, Shaykh Yasir Qadhi, Shaykh Abdul Nasir Jangda, Mufti Hussain Kamani and others joined us for a variety of programs and events covering traditional learning as well as contemporary discourse and providing practical advice to live a

better life. With community members joining us from outside the GTA, over 500 to 2000 in attendance across all programs were also first introduced to ISNA Canada and many of the other programs and services we offer.

As we continuously hosted esteemed scholars from all over the world, our Ramadan program was one of our

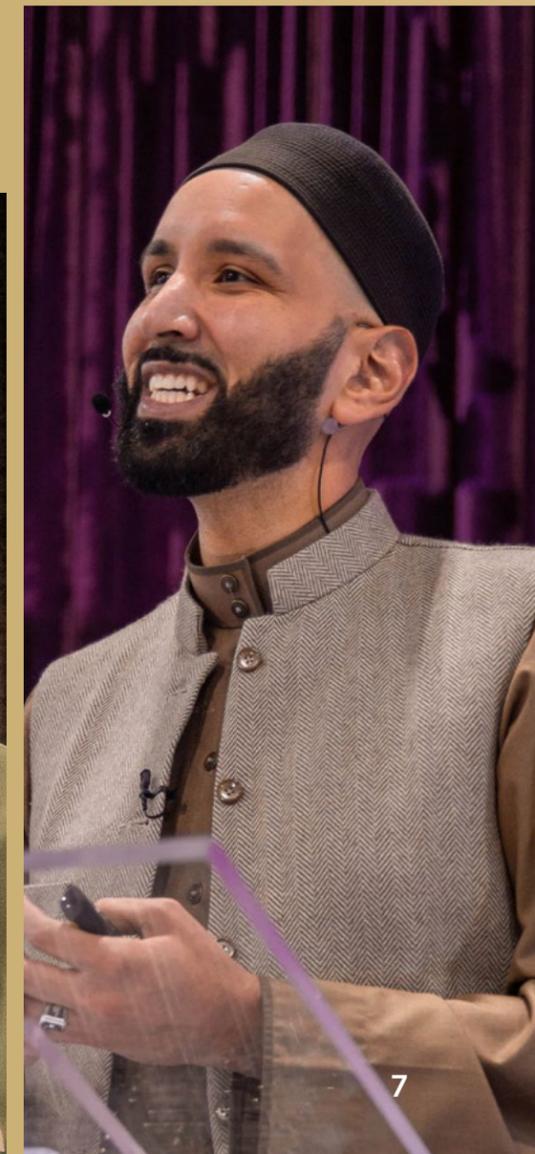
largest showcases of our reach and impact in the Muslim community within the GTA.

With the sheer number of visiting guests and scholars throughout the year, ISNA Canada elevated its previous standard of events and programs to new heights. As

the year progressed and with each program hosted, our attendance and reach grew with it.

"THE WEALTH OF KNOWLEDGE AND INSIGHTS SHARED BY THE SPEAKERS LEFT A PROFOUND IMPACT ON ME. I TRULY APPRECIATE THE EFFORT AND DEDICATION OF THE ORGANIZERS IN MAKING THIS EVENT A SUCCESS."

- SARAH, ATTENDEE OF SEERAH NIGHT



RAMADAN AT ISNA



11 DIFFERENT
QUR'AN
RECITERS

EDUCATION

COUNSELLING

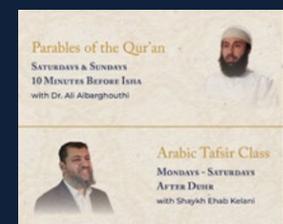
Ramadan at ISNA is a signature and unforgettable experience amongst the Muslim community in the Greater Toronto Area and beyond. From daily educational programs and several completions of the Qur'an, to daily iftars and youth-specific programs, the ICC centre buzzed with community members from all over. Not only were our drive-thru and in-person iftars a must-attend, but our all-new post-nightly prayers (Taraweeh) reminders delivered by visiting scholars and guests were especially admired by community members.

**"THANK YOU TO THE ISNA TEAM FOR MAKING THIS RAMADAN SO SPECIAL AND MEMORABLE FOR ME AND MY WHOLE FAMILY."
-FATIMA**

31,000
TOTAL IFTAR MEALS SERVED

24,025 DRIVE-THRU
IFTAR MEALS
7,410 IN-PERSON
IFTAR MEALS

4 DAILY ISLAMIC
EDUCATIONAL
PROGRAMS



15 YOUTH
KHATIRAS

200+ YOUTH ATTENDEES
ON AVERAGE

COMMUNITY CELEBRATIONS

As the sacred month of Ramadan drew to a close, our Eid ul-Fitr Ultimate Drive-Thru Celebration was the event to attend by all. Our team was excited to host a drive-thru gathering of over 8,000 attendees, providing them with an extraordinary day filled with goodie bags, balloon displays, children's

entertainment, and an array of animals. Our unique drive-thru celebration left a lasting impression on all who joined us.

8,000+ ATTEENDEES

Eid ul Fitr Ultimate Drive Thru Celebration 2022



Eid al-Adha: Eid at the Square 2022

ISNA Canada celebrated Eid-ul-Adha with the largest gathering of Muslims in the GTA in the heart of Mississauga. We hosted over 20,000 Muslims congregating to pray Eid Prayer at Celebration Square. We were joined by political dignitaries such as Bonnie Crombie and Leader of the NDP Jagmeet Singh.

Shortly after the prayer, the Square was transformed into a festival where we had nearly 40,000 in attendance.

40,000 FESTIVAL ATTEENDEES

We had over 20 vendors selling a variety of food, snacks and products. A Kids Section was set-

up for younger kids with Carnival Games, a Trackless Train that went through the Festival and Inflatable Obstacle Courses.

20,000 IN CONGREGATION

During the day we had a variety of performances on the main stage along with stand-alone slots for Aerialist and Fire Performances. Our stage performers included crowd favorites such as Khaled Siddiq, Nader Khan & the Blacksmiths, Raz, Timaj Garad, Xulf Ali, and more!

Eid at the Square is currently the largest event in the history of the organization!

PROGRAMS

QUR'AN ACADEMY LAUNCH

Launched in August 2022, ISNA Canada's Qur'an Recitation Academy (IQRA) is a community favourite. At the time of launch, we had more than 100 students registered and 12 instructors hosting smaller, more focused classes 4 times a week, students of all ages receive the full attention of their knowledgeable instructors.

100+ REGISTERED STUDENTS

In December 2022, we hosted our first Quran Academy Graduation during which we celebrated 67 students with Certificates of Completion for completing a minimum of one chapter (Juz') of the Quran or for completing the Tajweed curriculum (Qaida).

"AS A PARENT, I'M COMFORTED BY THE FACT THAT MY CHILDREN ARE RECEIVING EXCELLENT AND WELL-ROUNDED QUR'AN EDUCATION FROM THE COMMITTED TEAM AT ISNA."

-IMAAN, MOTHER OF 4

ISNA Canada Qur'an Recitation Academy (IQRA) Graduation Ceremony 2022



ISNA Nature Walk Launch 2022

WEEKLY PROGRAMS

Our dedicated team offers weekly programs hosted everyday of the week that span across a variety of disciplines and interests. In 2022, our community took advantage of our seasonal camps, Parables of the Qur'an with Shaykh Abdalla Idris Ali, Qur'an Journey with Shaykh Hosam Helal, Friday Night Live with Shaykh Shoab, Nature Walks, Aspire Tutoring Program and much more.

10,000+ ATTEENDEES ACROSS ALL PROGRAMS

DID YOU KNOW?

FRIDAY NIGHT LIVE WITH SHAYKH SHOAB WARDAK

200+ ATTEENDEES ON AVERAGE

SEASONAL CAMPS (SUMMER, WINTER, MARCH BREAK)

600+ CAMPER IN ATTENDANCE

QUR'AN JOURNEY WITH SHAYKH HOSAM HELAL

100+ ATTEENDEES ON AVERAGE

ISNA'S SUNDAY SCHOOL

300+ REGISTRANTS

One of Two Winter Camps 2022



SERVICES

FOOD BANK

In this 14th year of service, our food bank increased our output and were able to support over 5,100 families on a consistent basis. This service continues to be accessed by Muslims and non-Muslims across the Greater Toronto Area who are experiencing food insecurity. ISNA Canada continues to commit to providing the basic needs that can help families thrive during challenging times, demonstrating our unwavering dedication to fostering a stronger, more resilient community for all.

5,189
FAMILIES SERVED

\$189,425
DISTRIBUTED

24,549
INDIVIDUALS SERVED

14
YEARS OF SERVICE

FUNERALS

This year, we have focused on improving and enhancing our funeral services designed to provide compassionate and professional support during one of the most challenging and emotional times in a family member's life. We established a dedicated funeral services phone line to provide faster service in times of need through direct connections and clear communication. With an attention to client care, our services consistently receive high overall satisfaction ratings, reflecting our commitment to providing the best possible support during a difficult time.

220
FUNERALS PROVIDED

229+
GRAVES SOLD

98%
OVERALL SATISFACTION RATE

5.0
STAR RATING FOR GHUuL PROCESS

HALAL CERTIFICATION SERVICES

In 2022, ISNA Canada's Halal Certification celebrated its 35 years of service to our community. As our team welcomed 24 new companies and restaurants to our roster, we now provide halal certification to a total of 84 clients. ISNA's Halal certification team had a successful year, maintaining high standards and expanding their reach in certifying Halal products.

24
NEW CLIENTS IN 2022

35
YEARS OF SERVICE

82%
OVERALL GROWTH IN 2022

84
TOTAL CLIENTS

Zameer Beary (Revenue & Sales Lead), Musaab Maniar (Halal Certification Coordinator) at the Halal Expo 2022



ISNA CARES

OUR 2022 IMPACT

The launch of our new social services department, ISNA Cares, represents a specialized division within ISNA Canada, focusing primarily on addressing matters concerning mental health and social welfare.

ISNA Cares is dedicated to promoting and safeguarding the mental and spiritual well-being of Muslims by offering comprehensive, free and easily accessible counselling, essential assistance, and education.

SERVICES WE OFFER:



MENTAL HEALTH COUNSELLING



HOSPITAL VISITS



BEREAVEMENT SERVICES



FOOD BANK

With this new department, our ISNA Cares team has developed and executed inclusive programming, catering to underserved segments of our community. This includes

creating opportunities for students at the University of Toronto through relevant placements, accessible programming, and support groups for mothers.

680+ COUNSELLING CLIENTS

150+ HOSPITAL VISITS

1100+ FREE SESSIONS

237+ BEREAVEMENT CALLS

OUR TEAM



Imam Mohammed Bemat
ISNA Cares Manager, Psychotherapist



Danish Shaikh
MSW, RSW, Licensed Therapist



Rabeea Mazhar
Resident Therapist

EVENTS

MUSLIM FOREIGN AFFAIRS CONFERENCE

Tawakkol Karman, Speaker at the Muslim Foreign Affairs Conference 2022 in Ottawa



On September 25, ISNA Canada hosted the first inaugural Foreign Policy Conference in partnership with the National Council of Canadian Muslims (NCCM) and Islamic Relief Canada (IRC) in Ottawa. This event was a first of its kind attempt to bring together international Muslim voices to engage in a thoughtful and informed conversation on matters of foreign policy that pertain to Muslims in Canada.

We were honoured to present voices including Tawwakol Karman, Abubaccar Tambadou and Khaled Beydoun along with Canadian politicians to discuss a growing number of issues faced by Muslims around the world.

Ultimately, this conference forged a path forward and a beginning of a much larger conversation on the Canadian Muslim voice in foreign policy in which ISNA Canada is a leader. This unique opportunity allowed Muslims to engage with policy makers on issues beyond the Muslim community, and exposes opportunities of collaboration between political forces and Canadian Muslims.

250
ATTENDEES

12
SPEAKERS

VIRTUAL REALITY EXPERIENCE AT SQUARE ONE



Virtual Reality Experience at Square One, Mississauga 2022

During Islamic Heritage Month, ISNA Canada provided a unique opportunity to 5000+ Muslim and Non-Muslim patrons alike. From October 10 to 16, we hosted an activation in the Centre Court of Square One Shopping Centre with 20 VR headsets and 6 VR motion chairs. This experience took the viewers back in time to experience some of the most sacred moments in Islamic history through the virtual reality technologies of LightArtVR.

EVENTS AT A GLANCE

VIRTUAL REALITY

5,000+

PATRONS

SOCIAL EVENTS

80,000+

ATTENDEES

INTENSIVE SEMINARS

600+

ATTENDEES

Halal Ribfest & Night Market 2022



POLITICIANS & GUESTS VISIT ISNA

Over the past year, ISNA Canada was able to host politicians from all political stripes at our centres, festivals and events. With each political visit we were able to host our political representatives for a sit down meeting first, with the ISNA team. This was an opportunity to showcase the important work and services we provide at ISNA Canada

as well as stress our community's policy priorities and concerns.

We are committed to advancing the policy interests of Canadian Muslims and continually engaging our political representatives with the objective of enacting positive change in Canada.

Pierre Pollievre, MP Conservative Party, visits for Eid ul Fitr Prayer 2022



Standing Committee on Human Rights visits ISNA Canada

ISNA Canada staff, board members and select community members were honoured to host the Standing Senate Committee on Human Rights for an open dialogue on Islamophobia and its effect on our community. We shared the direct impacts of Islamophobia on our community and discussed the crucial changes we need to see in order to make all Muslims feel safe in Canada.



Patrick Brown, Mayor of Brampton



Jagmeet Singh, Leader of the NDP



Iqra Khalid, MP Liberal Party



Andrea Horwath, Mayor of Hamilton



Bonnie Crombie, Mayor of Mississauga



The Turkish Delegation tours our centre

COLLABORATIONS

In the context of the Muslim community in Canada, collaboration is vital. As a diverse and dynamic community, we recognize that addressing the multifaceted needs and aspirations of our members requires a collective effort. ISNA Canada believes that unity and cooperation are essential to serve our community better. By pooling resources, expertise, and knowledge, we can achieve outcomes that would be challenging to attain independently.

The essence of collaboration is deeply ingrained in our philosophy. It is a testament to our belief that to serve our community better, rely on experts, and reach a wider audience, we must stand together with like-minded organizations and individuals. Collaboration opens doors to innovative solutions, shared experiences, and an expanded support network, all of which enhance our ability to address the diverse needs of the Muslim community in Canada.

MIFTAAH INSTITUTE: PEARLS OF FAITH CONFERENCE

Our collaboration with the Islamic Centre of Markham on the Pearls of Faith Conference solidified ISNA Canada's presence to the east end of the Greater Toronto Area. With over 3000 attendees, this partnership not only expanded our reach but also strengthened our connections within the community, reinforcing our commitment to unity and understanding.



NISA HOMES: DOMESTIC VIOLENCE WORKSHOP

In a bid to address a critical issue, we collaborated with Nisa Homes to conduct a Domestic Violence Workshop. This collaboration was aimed to educate individuals about the signs of potential domestic violence and offered guidance on prevention and supports. Through such partnerships, ISNA Canada continues to serve as a beacon of support and knowledge for the community.



RIS: COMMUNITY PARTNER

ISNA Canada's vision for the future was showcased to a global audience at the RIS Convention through our Virtual Reality Exhibit. This collaboration allowed us to share our newest initiatives with thousands of attendees from around the world. We leveraged this partnership to promote our mission on an international stage, furthering our reputation as a forward-thinking and innovative organization.



PENNY APPEAL CANADA: PLATINUM SPONSOR

In a remarkable collaboration, ISNA Canada joined hands with Penny Appeal Canada as sponsors of the Khabib Nurmagedov event, marking his first-ever appearance in Canada. Through this event, ISNA Canada not only extended our outreach but also allowed us to engage with a diverse audience.



MUSLIM MEDICAL ASSOCIATION: LIFESAVERS WORKSHOP

One of our impactful collaborations was the Lifesavers Workshop with MMAC. This partnership allowed us to empower our community with essential life-saving skills. Together, we provided valuable training that could potentially save lives, underlining our unwavering commitment to community well-being.

ISNA THINKS NATIONAL

HONOUR THE PROPHET ﷺ CAMPAIGN

In loving our Beloved Prophet (Peace and Blessings be Upon Him), we study his characteristics and ways, and learn how he lived and exemplified human perfection. As we celebrate his life and his legacy, in 2022 ISNA Canada launched our campaign to Honour our Prophet (PBUH) in a unique and meaningful way. Our partnership with Trillium Health Partners (THP), ISNA Canada will be raising funds for the expansion and redevelopment of THP's Mississauga Hospital site for the next five years. In recognition of the Muslim community's pledge, THP will display an external wall recognition sign with the name of our beloved Prophet Muhammed (Peace and Blessings be Upon Him) as well as a hadith.

\$250,000
COMMITTED
OVER 5 YEARS



THE COMMUNITY OF 600 MUSLIMS

In 2021, ISNA Canada set out to complete a lofty goal of building a masjid for the most northern Muslim community in Canada. The City of Yellowknife is the capital city of The Northwest Territories and is currently populated by over 600 Muslims.

In 2022, construction of the Yellowknife Mosque began and the foundation of the new Islamic Centre of Yellowknife (ICYK) is now in place. We are now well on our way to achieving the final structure found in the 3D model below.

Additionally, an Imam has been hired to serve the community of Yellowknife; offering a variety of programs including Spiritual Counselling and Quran Classes.

The old masjid in Yellowknife, before construction.



During construction, community members congregate for prayer outdoors amongst other places.



A 3D rendering of ICYK after construction is complete.



As construction continues, the foundation of the new Islamic Centre of Yellowknife (ICYK) comes together.



ISNA FAMILY

Volunteers are instrumental in driving the success and impact of ISNA Canada's programs, services and events. Their unwavering dedication, passion, and commitment actively advance our mission to by serving the Muslim community and fostering a sense of empowerment and engagement.

At ISNA Canada, we highly appreciate and acknowledge the invaluable contributions of our volunteers.

To demonstrate our gratitude, we offer a nurturing and supportive environment, opportunities for training and skill development, and a platform to showcase their talents. By joining our volunteer team, individuals not only experience personal growth, gain valuable leadership experience, and find a deep sense of fulfillment, but they also become ambassadors for our community.

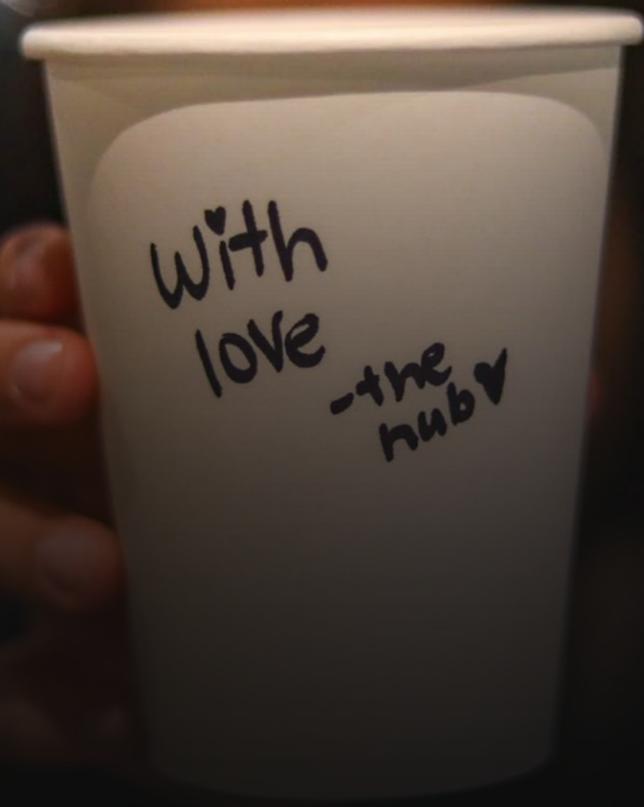


1,631
NEW VOLUNTEERS
REGISTERED

4,317
VOLUNTEERS
ENGAGED

20,100+
VOLUNTEER HOURS CONTRIBUTED





YOUTH

ISNA Canada's Youth Spaces are designed and curated for everyone. With a team dedicated to fostering spiritual, personal, and social growth, our youth spaces strive to be a central hub for young Canadian Muslims to belong. From multiple weekly halaqas dedicated to spiritual growth, to professional skills development retreats focused in

areas of tech, medicine, law, creative fields and so on – ISNA Youth continues to enrich the lives of those accessing our services. A community built on inclusivity, intention and service. We hope to continue creating spaces and facilitating conversations that bring us closer together.



2000+
ATTENDEES ACROSS ALL
YOUTH PROGRAMS

54
YOUTH PROGRAMS AND
SERVICES OFFERED

This year, the Youth Hub celebrated one year since its opening on October 16th, 2021! With a brand new Youth Hub Team, our youth continue to develop and execute accessible, relevant and engaging programming for their fellow peers of all ages and backgrounds.

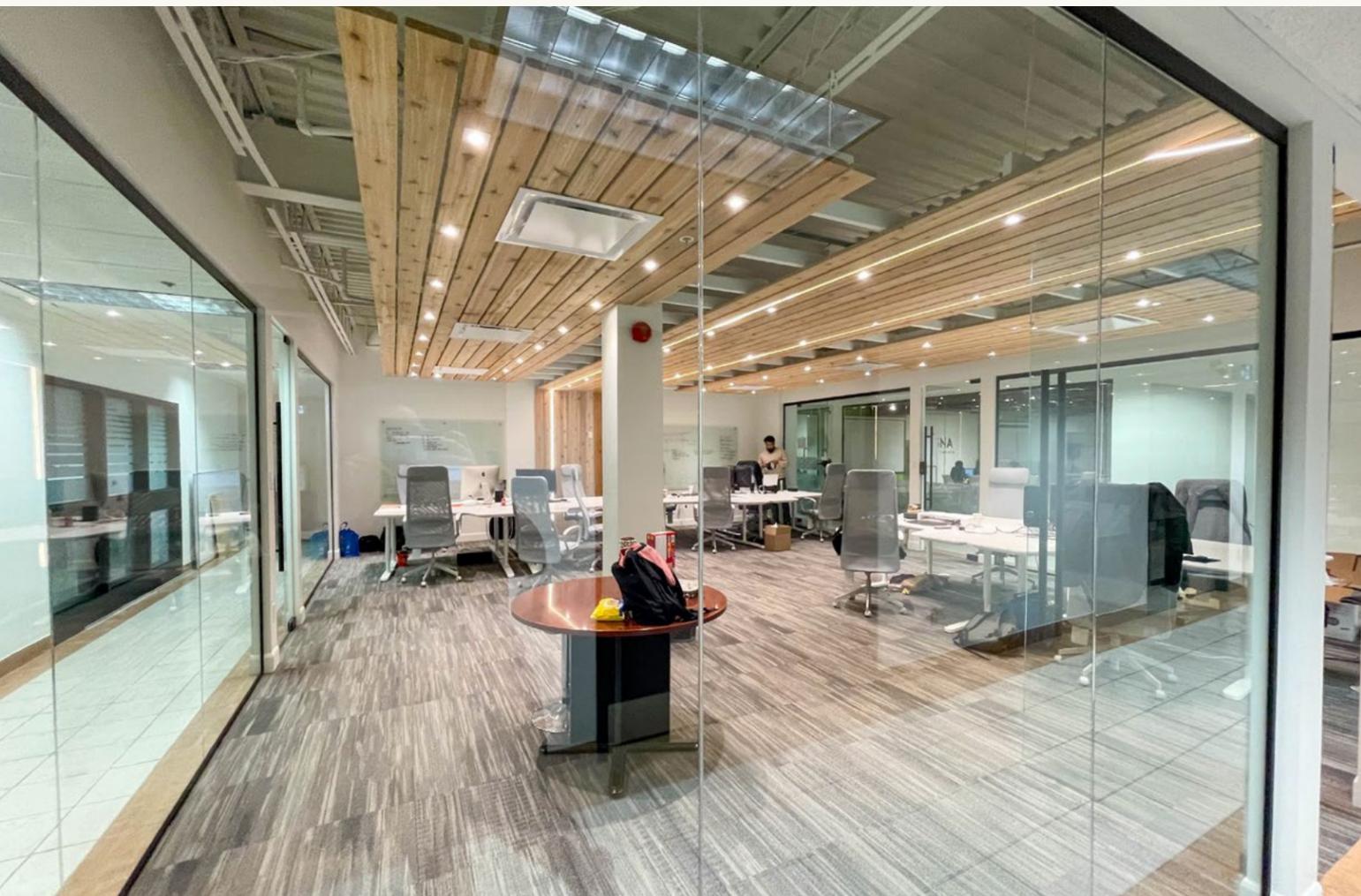


INNOVATIONS & UPGRADES

NEW HEADOFFICE SHARED WORKSPACE

With the growth of the ISNA Canada team came necessary changes and renovations of the workspace in our headquarters. This new space is a dynamic and innovative environment designed to foster collaboration

and creativity amongst the team. This modern workspace has been carefully crafted to enhance the cohesion and efficiency of our team's work.



REPAIRS TO EXTERNAL ICC STRUCTURE

Over the years, the ICC external structure has endured wear and tear and hence, cracks have formed in the exterior concrete of the building. With the support of our generous community members' donations, we successfully repaired and refortified our structure with new stucco. These repairs ensure that our building is safe, welcoming and in compliance with building standards, allowing us to continue serving our community effectively.

REPAIRS TO JAMI MOSQUE STRUCTURE

The historic Jami Mosque, located in downtown Toronto, faced a range of challenges stemming from its age and exposure to various weather conditions over the years. The deterioration of the brickwork led to the danger of falling debris, posing a significant risk to both residents and pedestrians in the vicinity of Boustead Avenue. To mitigate this hazard, extensive masonry work was undertaken to secure the affected wall and other vulnerable areas, effectively resolving the issue. Furthermore, multiple leaks

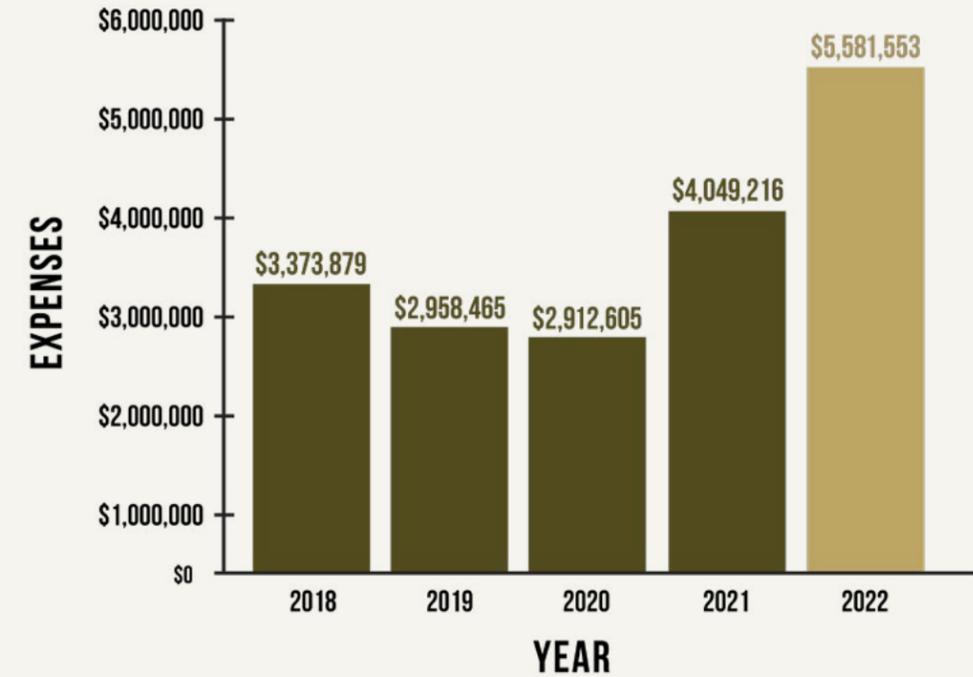
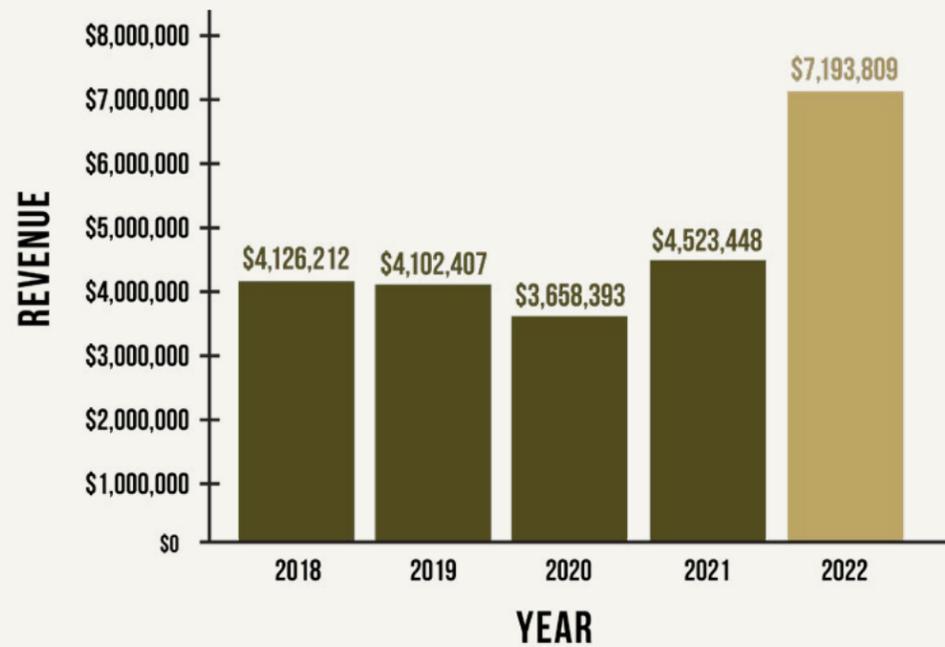
within the mosque were diligently addressed and repaired. A comprehensive investigation was launched to identify the source of a major leak originating from the bell tower section of the mosque. A temporary solution was implemented for the tower, with plans to completely resolve the underlying problem by 2023/2024. These essential repairs not only ensure the safety and comfort of our downtown Toronto community but also contribute to the preservation of this historically significant site.



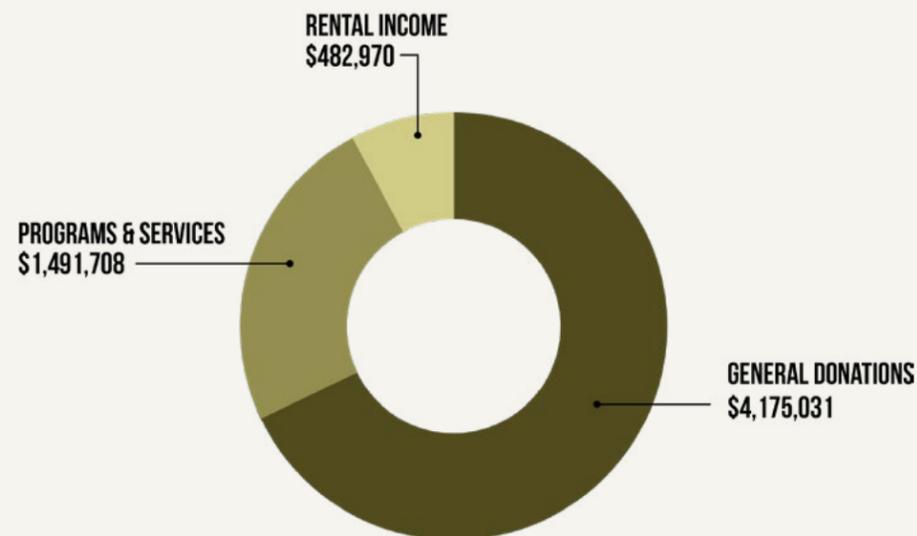
FINANCIALS

EXPENSES

REVENUE



REVENUE BREAKDOWN



ISNA Canada's financial health continues to improve year on year ensuring we are on target towards our economic priorities. Information presented is based on the audited Annual Report for 2022.

COMMUNITY PARTNERS

CHARITY PARTNER



CHARITY PARTNER



THE TEAM

BOARD OF DIRECTORS

Nabeel Mirza
Mike Singh
Mostafa Soliman
Usman Siddiqui
Adeel Abbasi
Omayya Rakieh
Qadija Yusuf
Raadiya Mohammed
Mustapha Ramadan
Wael Assal
Khaled El Manawhly

Chair of Board
Vice Chair
Treasurer
Secretary
Board Member
Board Member
Board Member
Board Member
Board Member
Board Member
Board Member

STAFF

Fouzan Khan
Shaheryar Gilani
Yasir Hussain
Shaykh Abdalla Idris Ali
Shaykh Hosam Helal
Shaykh Mohamed AbdelAziz
Shaykh Shoaib Wardak
Shaykh Ehab Kelani
Sandleen Azam
Dalia Hashim
Mariya Sharif
Mahdi Chowdhury
Elaaf Siddiqui
Ramy Sadek
Ali Gilani
Nada Hashim
Amena Baalbaki
Salwa Yaghi
Mansoor Mohamed
Zameer Beary
Musaab Maniar
Mohammed Bemat
Danish Shaikh
Rabeea Mazhar

Chief Executive Officer
Community Engagement Manager
Operations Manager
Senior Religious Advisor
Imam & Religious Educator
Imam & Religious Educator
Imam & Religious Educator
Religious Educator
Events Lead
Programs Lead
Programs Coordinator
Volunteer Coordinator
Youth & Community Engagement Coordinator
Marketing Coordinator
Creative Director
Videographer
Graphic Designer
Fund Development Coordinator
Accounts Recievable Administrator
Halal Certification Lead
Halal Certification Coordinator
Psychotherapist
ISNA Cares Counsellor
ISNA Cares Counsellor



isnacanada.com

info@isnacanada.com

905 403 8406

2200 S Sheridan Way

 /isna.canada

 isna_canada

 isna_canada

 /@isna_canada

