Institute for Social Policy & Understanding

2025 Annual Report

RESEARCH DRIVES IMPACT















MISSION

To provide objective research and education about American Muslims to support well-informed dialogue and decision-making

VISION

An America where Muslims are thriving and equal

Letter from the **Executive Director**

At a moment when misinformation about Muslims continues to shape far too much of our public conversation, ISPU remained focused in 2025 on what matters most: providing credible, trustworthy data that reflects reality and strengthens democratic values. Over the past year, ISPU deepened its impact across research, policy, and public engagement, and created opportunities to reach new audiences across faith groups, in Hollywood, and among community health leaders.

Throughout 2025, ISPU made a deliberate effort to take research beyond reports and into the places where it can drive real change. From dialogue workshops with interfaith partners in Albuquerque, to working groups of healthcare leaders in Dearborn, to training programs for Black Christian clergy in Chicago, our team brought data directly into conversation with the people shaping their communities. We also shared our findings through more than a dozen conference presentations and high-impact public events across the country, engaging policymakers, community leaders, journalists, advocates, and the broader public in turning evidence into action.

These efforts helped shape public dialogue on critical issues, including how Muslims voted in the 2024 election, their evolving policy priorities, and their enduring experiences with discrimination, among other issues. We did this while ensuring that American Muslim experiences were not just studied, but meaningfully shared, discussed, and used to advance equity and understanding nationwide.

Whether on Capitol Hill or in community clinics, in interfaith spaces or digital classrooms, ISPU continues to operate where research meets real-world impact. We are deeply grateful to our partners and donors, whose support makes it possible for us to produce and share this one-of-a-kind research, now and for years to come.



Tuqa Nusairat
Executive Director, ISPU

American Muslim Poll 2025

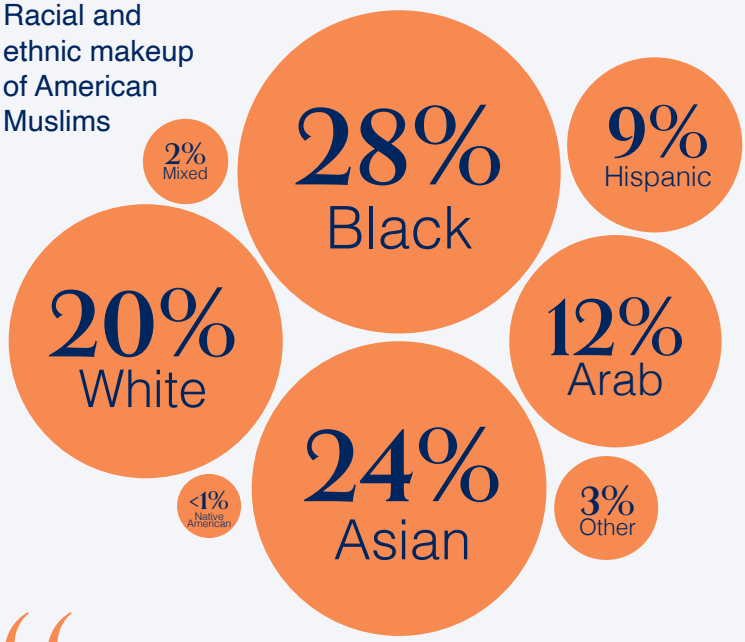
Snapshot

36% of Muslims hold a college degree or higher

89% of Muslims rate religion as important to their daily life

26% of Muslims are between the ages of 18 and 24

Racial and ethnic makeup of American Muslims



"Data is knowledge. It helps us inform where we need to focus our efforts in getting out the vote, and also understanding the issues that Muslim Americans care about. It's incredibly important that organizations like ISPU are collecting good data that, we, the Muslim community can then use to speak to more Muslims across not just Georgia, but across the nation.

Nabilah Islam Parkes
Georgia State Senator





Four major REPORTS from 2025

APR — Advancing Equitable Healthcare in Michigan

In April, we published a new report on health equity in Michigan's Muslim communities, providing foundational insights to support advocacy for accessible, equitable, and unbiased care among Arab and South Asian Muslims in Southeast Michigan. We shared the findings at an in-person event in Dearborn with local organizations and community leaders.

JUL — Muslims and Black Christians

In July, ISPU and the Muslim Wellness Foundation released a joint study exploring how Black Christians in the U.S. perceive and relate to American Muslims, particularly Black Muslims. Drawing on focus groups and interviews, the research examines the influence of media, church teachings, and personal experience on these perceptions.

SEP — Impact of Popular Media Portrayals

In September, we released Stereotypes on Screen, a first-of-its kind study examining how positive and negative portrayals of Muslims in entertainment television influence public attitudes and policy preferences, such as support for undemocratic policies and anti-Muslim legislation. This was followed by a webinar with Hollywood executives, producers, writers and actors.

OCT — Civic Engagement and Islamophobia

In October, we launched the seventh edition of our signature report, American Muslim Poll 2025: Evolving Electorate, Enduring Challenges, presenting new research on the experiences and views of U.S. Muslims at a critical moment. We unveiled the findings in Washington, D.C., with a panel moderated by Mehdi Hasan. The report is already shaping national conversations by challenging post-election assumptions, documenting persistent Islamophobia alongside community resilience, and highlighting the growing civic and political engagement of American Muslims nationwide.

ISPU's 2025 in NUMBERS

851
institutions trained on our research

262
partners engaged with our work

567
articles where our research appeared

131,189
people directly reached with our research through our channels

1,539
policymakers and community leaders equipped with new resources and information

> In this country, politicians and the media love to talk about Muslims, at Muslims, on behalf of Muslims. **What ISPU has done is go and actually find out what Muslims think**, what Muslims believe, by polling American Muslims and finding out their views. It helps us devise policy, it helps us work out what Muslims want and believe.
>
> Mehdi Hasan
> Founder and Editor-in-Chief, Zeteo

Our Financials

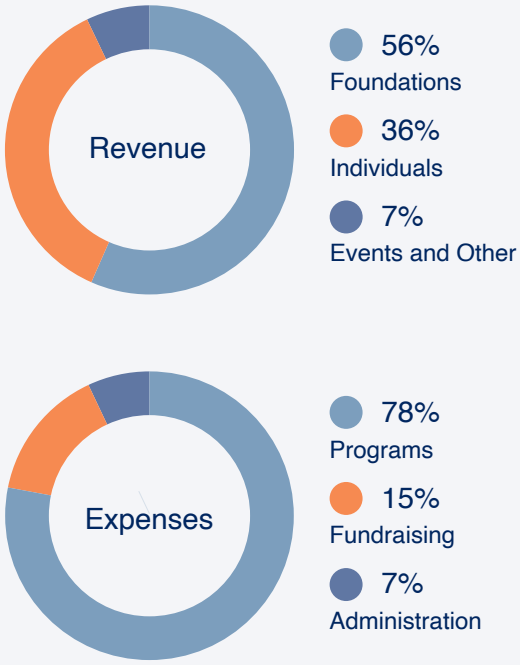
Revenue	2025 (Draft)	2024 (Audited)
Institutional Grants	$538,000	$1,015,478
Individual Contributions	$349,381	$331,747
Event Revenue (net of expenses)	$6,885	$42,396
In-Kind Donations	$500	$1,136
Other	$63,392	$88,804
Total Revenue	**$958,158**	**$1,479,561**

Expenses		
Programs / Research	$1,411,447	$935,159
Fundraising	$279,446	$278,800
Administration	$118,343	$107,172
Total Expenses	**$1,809,236**	**$1,321,131**

Assets		
Net Assets (beginning of year)	$2,576,951	$2,418,521
Net Assets (end of year)	$1,725,872	$2,576,951
Change in Net Assets *	**-$851,079**	**$158,430**

* ISPU was awarded several multi-year grants to be expended in subsequent years. Following generally accepted accounting principles (GAAP), the entire amount of the granted funds were recorded as income in previous years while the expenses were recorded throughout the life of the multi-year grants.

> This data provides a real narrative–a narrative rooted in reality, and not something that is just assumption or fits a narrative that isn't reflective truly of Muslim voters.
>
> Layla Elabed
> Organizing Director, Arab Americans for Progress





At ISPU, we don't just study problems—we provide invaluable research that drives generational solutions. From combating anti-Muslim hate to ensuring access to equitable healthcare, every piece of data begins with a single act of generosity. Behind every statistic is someone who chose to invest in possibility. **Your generosity today accelerates research on Muslim experiences,** fosters collaborations with Muslim communities, and brings answers to institutions waiting for change.

Donate to ISPU at ISPU.org/donate or by scanning the QR code

> It's really important to make data-informed decisions as an executive director of an organization, to think about what kind of programs our communities need. [ISPU's data] helps us provide the proper support for our community.
>
> Husein Yatabarry
> Executive Director, Muslim Community Network

Platinum Transparency 2026 Candid.

Charity Navigator FOUR-STAR

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